APRIL 12, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

APR 13 194
DETROIT

"IOWA GROCERS PREFER RADIO—AND W-H-O!"

Last November the Iowa Retail Grocers and Meat Dealers Assn. wrote to approximately 6,000 Iowa grocers, as follows:

"What state-wide advertising medium helps sell most goods for you? *Please check (X) only one:*

☐ Large Daily Newspapers
Which one?____________

☐ Radio Stations
Which one?____________

☐ Outdoor Billboards
Which company?____________

☐ Farm Papers
Which one? ____________"

Here's how the dealers who replied voted for their preferred media:

Radio Stations	68.3%
Daily Newspapers	20.5%
Billboards	9.5%
Farm Papers	1.7%

Radio won with 115.5% more votes than all other media *combined!*

The most popular *radio station* got 71.2% of all "radio" votes cast—more than seven times as many as its *next* competitor!

Needless to say, "the most popular station" was WHO! . . . May we send you the complete report?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

In Winter Snow
or August Heat
Radio Fills a Need

Snow hides the dormant field and veils the roadside fa
Neighbors stopped, all friends shut out, the farme
snugly housed from wind and weather, sit around t
kitchen stove and family fireplace.

"All friends shut out" — except for Radio. Winter a
summer, remotest farm and village are as close to friends
their radio. There's a friendly song, cheerful music and cha
banter. But there's more: there's the farmer's business-
market news, production aids and other Service for Agricultu

These things Radio brings . . . and in the Midwest, it
WLS that brings them. For 19 years, in winter snow or Ap
rain, in March's wind or August's heat, WLS has served t
farmer's needs in Midwest America. We have earned his co
fidence . . . his loyalty . . . and translated into business term
it means that WLS Gets Results.

WLS

890 KILOCYC
50,000 WAT
BLUE NETWO

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

CHICAGO

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOW

THE SEAL OF ACCEPTANCE

Accepted by 875 commercial radio stations in the U. S.

Accepted by every national and regional network.

Accepted by all transcription and phonograph companies.

Accepted by over 100 of America's finest music publishers.

Accepted by all American advertising agencies.

THE BEST MUSIC SESAC IN AMERICA

Write for your copy of the Big Green 1943 SESAC Music Guide today.

113 West 42nd St.
New York, N. Y.

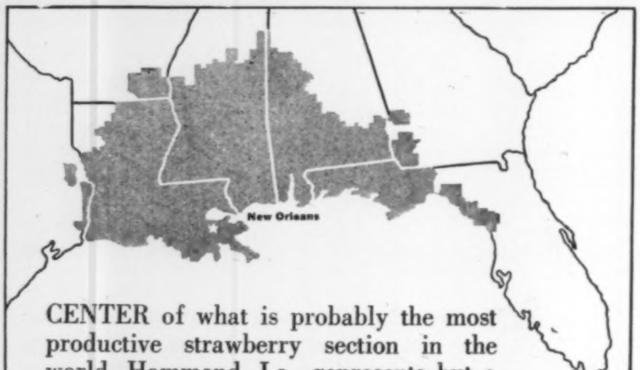
Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Strawberry Capital

—AT HAMMOND, LOUISIANA—

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTIN
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • No. 15 APRIL 12,

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL is the most economical buy in OMAHA

For Outstate Nebraska-
KFAB
is a must!

Coming EVENTS
CAST THEIR SHADOWS
in the SOUTH

WE CAN'T ESCAPE IT. The South is growing so rapidly, prospering so quickly, changing so completely that the post-war South will, we believe, change our entire economic thinking. Things are happening.

From 1930 to 1940, 42.8% of America's population increase was in the South. In the past half-century the value of southern manufactured products increased 797%. In the past two years southern shipbuilders have increased their number of employees from 7,481 to 150,000! Since 1935 the South has shown the largest volume gain in drug sales in the United States . . . over 30%.

What does this mean in terms of advertising? It means that right now is the time to lay the ground work for a post-war campaign in what is destined to be the hub of America's industrial wealth.

WSM, "The Air Castle of the South", is the dominant radio station in this steady growing area of opportunity.

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh's courageous men now "sleep where poppies bloom." The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.

★ ★ ★

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

There's not another like it!

WTIC
U.S. 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Sincerely Yours...

WHEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation's thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write "well done" to their magnificent contributions to the war effort.

• THE NATIONAL BROADCASTING COMPANY •

A FIRST IN FM!

Hallicrafters are pioneers in FM! Producers of the first general coverage U. H. F. communications receiver to incorporate both FM and AM. Time and research have added much to the performance capabilities of Hallicrafters FM-AM communications receivers . . . wartime experience is adding invaluable engineering advantages . . . all of which will be available to you in your peacetime Hallicrafters communications receiver.

hallicrafters
CHICAGO, U.S.A

World's Largest Exclusive
Manufacturer of Short Wave
Radio Communications
Equipment

REASON FOR CONFIDENCE

The new building of the Bell Telephone Laboratories

HOW MANY of the different units that make up an Army use the telephone?

All of them do. Somewhere along the line, the telephone is used by engineers and artillerymen, by the Medical Corps, Quartermaster, Armored Divisions and all the rest.

How about the Air Forces? The same is true there. Ask a bombardier or navigator what an "inter-com" is, and he'll tell you it's the intercommunicating telephone system that keeps the crew working together.

And the Navy? American warships have a network of telephone wire to carry the orders and commands that put the crew into action as a trained team.

How about the home front? You know how the great network of telephone wire and cable knits the country together, and helps to speed up the production of weapons, and the movement of men and supplies.

Did you know that the biggest industrial laboratory in the world is right here in this country, and devoted exclusively to telephony? It's the Bell Telephone Laboratories, now working nearly 100% on communications projects for the armed forces. Practically all the other laboratories in the country, industrial and academic, are working the same way. Hitler hasn't anything like this scientific drive to improve the tools of war.

On *every* front, the telephone is a vastly important part of the war. In fact, *this* war could not be fought a single day without it, for all the work could not get done as fast or on as big a scale.

This is a quotation from THE TELEPHONE HOUR, *a regular program heard each Monday night over N. B. C. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.*

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERV

2 years Telegraph Operator, Sante Fe R. R.
11 years Advertising Staff, St. Louis Post-Dispatch
2 years Copyrighted Newspaper Features
4 years Sales Staff, Radio Station KSD, St. Louis
Free & Peters (New York Office) since February, 1943

"Fore," please—here comes

JONES SCOVERN!

Yes, friends, alack and alas. Despite his cherubic face the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he has had seventeen years of successful advertising experience (including four years of top-notch work in local and regional sales at KSD) and is really one of the crackerjack radio time salesmen in the U.S.A.... Gentlemen, we proudly introduce Jones Scovern! We predict he is going to be one of your most valuable F&P "colonels"!

Yes, we mean "*your* most valuable", as stated! Here at F&P, Jones Scovern and all the rest of us have some rather original conceptions of radio-station representation—which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs—then you *and* the stations, *and* F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't *show* you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer B* Main 5667

BROADCASTING
and
Broadcast Advertising

L. 24, No. 15 WASHINGTON, D. C., APRIL 12, 1943 $5.00 A YEAR—15c A COPY

FCC Reorganization Seems Certain

trong Committee In the Senate Appointed

EORGANIZATION of the C at this session of Con- ess through far-reaching endment of the Communi- ions Act of 1934 is re- rded as a legislative cer- nty in the light of the three- onged drive against the esent FCC order under way both House and Senate.

What competent observers ew as the thrust dispelling doubt about Congressional ntiment came last week with e appointment by Chairman eeler (D-Mont.) of an excep- nally strong five-man subcom- tee of the Senate Interstate mmerce Committee to consider io legislation. Senator Wheeler, il quite recently, has been luke- rm to proposals that the FCC reorganized and that new legis- ion clearly defining and limiting functions be enacted.

Two Autonomous Divisions

he new Senate commitee, which allels one in the making in the use, has before it the White- eeler Bill (S-814) to divide the mmission into two separate, onomous divisions — one for adcasting and related services, the other for common carriers, h the chairman stripped of his esent broad powers. Fairly mpt hearings are predicted, ugh they are not expected to sume any appreciable time since voluminous record on a practi- ly identical measure, the San- s Bill, was obtained by the use committee last session.

The Cox Select Committee to in- tigate FCC personnel and their wardship shortly is expected to gin its formal inquiry. Consider- le preliminary data already has en accumulated by the commit- staff, headed by Eugene L. rey, well-known New York at- ney. Appointment of this com- ttee, approved by the House last nuary, was for the avowed pur- e of breaking the hold of FCC Chairman Fly on the Commission and the communications industries. House approval was virtually unanimous after Rep. Cox (D-Ga.) had described the Commission as "the nastiest nest of rats in the entire country" and had branded Chairman Fly as "the worst bureaucrat in Washington"

Mr. Garey and members of his staff were away from Washington last week presumably following up leads regarding FCC activities. Meanwhile, members of the FCC itself were busy drafting answers to questionnaires, tapping intimate phases of Commission operations and inquiring into individual working habits of commissioners, dispatched by Chief Counsel Garey March 31. Considerable other data from FCC files also have been subpoenoed by the committee.

In appointing the new committee, Senator Wheeler apparently yielded to predominant sentiment in the upper chamber that something be done about the Commission. Heretofore, practically all radio legislation has originated in the Senate, but the House this session got off to a flying start.

The Montanan himself will serve as committee chairman. Other members are Hill (D-Ala.), majority whip; Clark (D-Idaho), who has shown an active interest in radio and is chairman of the subcommittee to investigate AFM and Jimmy Petrillo; White (R-Me.), author with Senator Wheeler of the bill and the best-informed man in Congress on radio legislation, and Austin (R-Vt.), a leading proponent for reform in administrative agencies. All five committee members are attorneys.

Await Court Ruling

Chairman Wheeler told BROADCASTING last week the committee plans would not be arranged until he had an opportunity to get the membership together. It was presumed, however, that hearings would be held shortly—but probably not until after the Supreme Court acts in the network monopoly cases, now awaiting decision.

The White-Wheeler Bill in many respects parallels the pending Holmes Bill (HR-1490) in the House, though it goes considerably beyond it. It would divide the FCC into two three-member units—one to handle broadcasting and related functions and the other common carrier activities. Each unit would be autonomous, with the chairman sitting as executive officer but without a vote on either division.

Mr. Fly opposed a bill following the same pattern (the Sanders Bill) at the last session. While he hasn't publicly indicated his position either on the Holmes Bill or the White-Wheeler measure, it is hardly thought his views have changed.

The White-Wheeler measure was introduced March 2 by Senator White with the concurrence of the committee chairman. Immediately after its introduction, Senator Wheeler became ill. Upon his return to his office last week, however, he announced appointment of the subcommittee, regarded as probably the strongest he could name.

The House Interstate Commerce Committee evidently is only awaiting developments in the Cox inquiry before moving forward on new legislation. Having conducted exhaustive FCC hearing last year, and with the Holmes Bill now before it, the Committee had only to perfect appointment of a new subcommittee to proceed, perhaps without the necessity of further hearings.

Now that two well-defined legislative moves are under way in the

(*Continued on page 45*)

More Severe Hiring Control Predicted

Business Awaits McNutt Move Following FDR Order

MORE stringent government control of hiring and wage policies of businesses, with resulting advantages to the 37 so-called "essential activities", including broadcasting, were predicted in Washington last week-end as a result of President Roosevelt's order to administration chiefs to "hold the line against inflation."

Little Steel Formula

Although the press in general stressed the price control aspects of the order, Mr. Roosevelt told his news conference Friday that the fight against inflation involves four legs, like the legs of a stool. One of these legs, he said, is "holding the line of wages."

In his executive order, and the accompanying statement, the President had said that there must be no further increase in wage rates beyond the Little Steel formula. While the order made clear that individual classifications and promotion would still be possible, Mr. Roosevelt instructed War Manpower Commission chief Paul V. McNutt to "forbid the employment by an employer of any new employe except in accordance with regulations of the Chairman (of the WMC), the purpose being to prevent such employment at a higher wage or salary than that received by the employe in his last employment unless the change of employment will aid in the prosecution of the war."

No definite word was available over the week-end on the extent to which the order would limit transfer of personnel in the radio industry, or the employment of new men from other fields. The President had said that all job transfers must be to "aid in the prosecution of the war." Whether the WMC would interpret that phrase to mean that men are more or less frozen in their jobs in essential industries, will depend on instruction yet to be issued.

At the news conference Friday, Mr. Roosevelt and his Economic Stabilization Director, James F. Byrnes, who has assumed vast new power under the order, asserted that they are merely confirming and strengthening authority already held by Mr. McNutt to control hiring and recruiting. The original order creating the WMC, April 18, 1942, gave, its director the right to regulate these activities, but this right has been exercised only to a limited degree.

Recently, however, Mr. McNutt has taken increasing hold over hiring and in 36 critical labor shortage areas has authorized his regional directors to permit hiring only

(*Continued on page 45*)

ASCAP Claims Extra Royalties; NAB Advises Stations on Rights

No Basis for Demands Under Per-Program Contracts Involving Participations, Says Neville Miller

CLAIMS BY ASCAP field auditors for additional royalty payments from broadcast stations having per-program contracts with the Society resulted last week in the issuance of a special bulletin to NAB members by President Neville Miller, advising stations of their rights and of the consent decree and contract provisions.

Mr. Miller said within the last few weeks audits made by ASCAP field representatives have resulted in claims for additional royalty payments and a number of inquiries have been received from stations as to their contractual rights.

Involves Participations

ASCAP's auditors, it was pointed out, have claimed compensation with respect to programs using ASCAP music which follow spot announcements not occurring at station breaks. The consent decree signed by ASCAP and its "per-program license" are clear on that point, and require ASCAP to offer broadcasters a sustaining program license entailing payment only for sustaining programs on which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

"There is, therefore," Mr. Miller stated, "no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music."

"For example," he said, "if a station presents a five-minute newscast, followed by a one-minute commercial, followed by a sustaining program of ASCAP music, ASCAP is entitled only to the sustaining fee on the ASCAP musical program. If the one-minute spot uses ASCAP music, then the Society is entitled to payment of the commercial rate on the amount collected for that one-minute spot.

Questions also have been raised with respect to the applicability of the 8% rather than the 2% royalty rate where themes, jingles and the like are used. The ASCAP per-program contract provides that the 2% is applicable on local commercials which use compositions licensed by ASCAP only incidentally as bridge or background music, themes or signature, arrangement of works in the public domain or incidental to the broadcast of a public or sports events, said the NAB bulletin.

ASCAP field men, it was reported, claim that if the composition used as the theme varies from program to program, it will not be considered theme music and the full 8% rate must be paid.

"This claim is unjustified," said NAB. "The reason for the word 'signature' and the word 'theme' was to distinguish between the invariable signature and the varying theme. So long as the composition is used as theme music, the 2% rate is applicable."

ASCAP field men also have raised questions regarding compositions originally licensed directly to broadcasters by individual publishers and subsequently acquired by ASCAP publishers. It is clear, NAB said, that the licenses originally issued with respect to such compositions remain in full force and effect until cancelled. Moreover, it was stated that compositions originally licensed by small publishers through BMI are occasionally acquired by ASCAP firms. Performing rights in such compositions "remain available to broadcasters under their BMI licenses until such time as BMI notifies stations to the contrary," NAB stated.

ASCAP also has questioned the title of BMI affiliates in certain compositions licensed through BMI. Conspicuous among these is "Song of the Islands," published by Edward B. Marks Music Corp. "This composition is licensed to broadcasters by BMI and may be performed under the BMI license," NAB flatly stated. It pointed out that the Marks Corp. has indemnified BMI against any claims which may be made by ASCAP and that BMI has similarly indemnified all broadcasting stations. BMI has requested that if any claims are made with respect to compositions licensed through it, they should be referred to BMI for attention.

Consent Decree Claims

Claims have been made by ASCAP field men with respect to consent decree licenses issued directly to broadcast stations, the bulletin continued. The consent decree signed by ASCAP "specifically provides that any ASCAP member may license works on a non-exclusive basis directly to broadcasting stations. The Department of Justice has clearly stated that these consent decree licenses may be issued either with or without the payment of consideration."

NAB attached to the bulletin a list of consent decree licenses issued to stations which have been brought to the attention of the NAB. Covered were 18 licenses, covering 51 compositions. All of these licenses, NAB held, were issued in a form approved by the Government and broadcasters "are entitled to rely upon these grants." It added that certain of the consent decree licenses have been cancelled subsequent to their issuance. Broadcasters are not entitled to perform these works under consent decree license subsequent to the date on which they received notice that the license has been withdrawn. Prior uses, however, are not performances on which ASCAP is entitled to claim compensation.

'Broadcasters who desire advice with respect to these or similar claims are invited to communicate with the NAB for additional advice and information," said the NAB.

Squibb and Colgate Plan Summer Network Shows

E. R. SQUIBB & SONS, New York, currently sponsoring *Keep Working, Keep Singing, America* on CBS thrice-weekly at 6:30 p.m., has purchased the Sunday 8-8:30 p.m. period on CBS for a summer show, details of which have not yet been released. It is known only that the program will retain the morale - building theme which Squibb is promoting on its present series. Agency is Geyer, Cornell & Newell, New York.

Another weekend half-hour series pending last week with no details available will be sponsored by Colgate-Palmolive-Peet Co., Jersey City, on NBC Saturdays at 10 p.m. Period is now partly filled with Bill Stern's *Sports Newsreel of the Air* for Colgate shaving cream, which will probably be moved by Colgate to an earlier quarter-hour on NBC the same evening. The 10:15-10:30 p.m. Saturdays on NBC was recently vacated by Campana Sales Co. Program was titled *Campana Serenade*. Agency and product for the new half-hour Colgate series have not been announced.

Babbitt's New Plans

B. T. BABBITT Co., New York, sponsor of *David Harum* on CBS and NBC, will discontinue the CBS program with the May 14 broadcast, and has purchased the 10-10:15 a.m. period on NBC, for a Monday through Friday serial, as yet unnamed. Firm will continue sponsorship of the NBC *David Harum*, and will thus have two serials as of May 30 when the new series gets under way. Agency is Duane Jones Co., New York.

LT. COM. STORER

Navy Materiel P To George B. Sto

Fort President Reports To 9th Naval District

GEORGE B. STORER, pre of the Fort Industry Co., oper six broadcast stations, and dent of the Standard Tube Detroit, has been commission lieutenant commander in the and reports shortly for duty Ninth Naval District in Chic connection with inspection of materiel.

Com. Storer's steel fabric concern has been engaged 10 war production virtually sin outbreak of hostilities, main manufacture of shell casings. understood that because of knowledge of steel productio manufacturing, he was select the Chicago post.

Active in War Producti

Prominent in broadcasting for more than a decade, Storer has devoted most of his to war production during the two years. The six Storer st are WWVA, Wheeling; WSPD ledo; WMMN, Fairmont; W Lima O.; WAGA, Atlanta, WHIZ, Zanesville.

J. Harold Ryan, vice-pre and treasurer of the Fort Ind Co., and brother-in-law of Storer, is on duty in Washi as Assistant Director of C ship, in charge of radio. Since call to Washington in Dec 1941, Mr. Storer has been sup ing the operations of Fort I try Co. in addition to those steel fabricating concern.

Preparatory to reporting duty April 19, Com. Storer with executives of Fort Ind Co. in Atlanta last Thursday Friday. No announcement made, however, regarding exe direction of these operations ing his Naval service. Atte the meeting were Mr. Ryan; Pixley, assistant to the pre E. Y. Flanigan, WSPD; Geor Smith, WWVA; Charles A. S gall, WAGA; Ralph Elvin, W and Allen L. Haid, WHIZ.

Coffee Firm Sale

AMERICAN Home Products Jersey City, extensive user dio for its various prop products, is negotiating to the G. Washington Coffee R Co., Morris Plains, N. J., it w nounced last week by Alv Brush, chairman of American Products. Company has al bought this year Ayerst, McK & Harrison Ltd., Montreal, of drugs, foods, cosmetics household products. Accordin Mr. Brush's announcement, Washington, president of the firm, plans to retire when the chase becomes effective. Cla Mark, general manager, would come active head of the compa

XUM

Many Former 3Bs to Be Called Soon

ependency Removed As Deferment for Two Groups

ARLY induction into military rvice is forecast for thousands of oadcasting industry employes forrly in Class 3B as a result of a lective Service order announced day (April 12) abolishing occutional classification and removg dependency as a cause for derment for men with collateral dendents and wives only.

Under the new arrangement, forr 3Bs will go into 1A unless they re fathers of children born bee Sept. 15, 1942. Fathers of prearl Harbor children, as Selective rvice defines a child born before pt. 15, 1942, will be put into a w class 3A, where they are to main until further instructions om the director of Selective Serv.

Still a Class 3D

One other alternative which lective Service has offered for rrent 3Bs is classification 3D r men who may continue to be ferred if their induction would use "extreme hardship and privan to a wife, child or parent." gricultural workers with dendents are protected by class 3C.

The new Selective Service inuction, which went out in a morandum to Draft Boards last ek-end, is described as a normal p in the prearranged plan of duction. Prior classes of men have w been exhausted, officials exain, so it becomes necessary to ke increasing numbers who have joyed special classification beuse of dependents.

Still open to some radio employes ll be Class 2A, men necessary to ential civilian activities who may deferred for limited periods un they are replaced. Such deferments are available at the discretion of local draft boards for men holding one of the jobs in the list of essential titles for the radio industry.

In an NAB Manpower survey, conducted last September, only 190 men of 12,821 employes reported by 608 stations had been granted such deferment. Officials in Washington predicted that Local Boards would be reticent in granting the 2A rating, and that such rating would require proof that every effort was being made to replace the man.

How many of the 5700 draft age Class 3 men reported in last fall's NAB survey have pre-Pearl Harbor children and will go into 3A instead of 1A is not known. Of 2488 men holding key radio jobs at that time, however, 1023 had dependent children, while another 553 had no children.

The new arrangement completely eliminates the former Class 3B, the classification granted a man employed in any of the 37 essential industries regardless of his job. In that respect it levels the distinction between essential industries and other activities with the exception of certain fields which were specifically listed as non-essential. Employes of such activities are not entitled to 3A recognition even if they maintain bona fide homes. (See earlier story on p. 16.)

ROM SECRET RADIO room at lied Headquarters, North Africa, hn MacVane, NBC's war rerter in Algiers, is shown during e of his broadcasts on NBC's fiveekly *News of the World*. Macne was among the first group of wsmen to accompany the Allied peditionary Forces to Africa last ovember.

High Court Hears KOA-WHDH Arguments; Result Important

Station's Right to Intervene in FCC Proceedings, Upheld by Lower Court, Involved in Case

A RULING of far-reaching importance to the broadcasting industry, affecting the rights of stations to intervene in FCC proceedings, shortly will be forthcoming from the Supreme Court as a result of final arguments last Thursday and Friday on the FCC's appeal from the opinion of the U. S. Court of Appeals for the District of Columbia reversing the Commission in the celebrated KOA-WHDH case.

The lower court, by a 4-2 vote and in five separate opinions, had held that a broadcast station, by whatever name it may be called, has a right acquired through its license which prevents the FCC from changing a station's facilities without full hearing.

Decision by the court in the network monopoly case was expected any decision day (Mondays).

The lower court had held that the Commission had erred in not giving NBC, licensee of KOA, the opportunity to intervene and present testimony. The Government, however, contended that KOA had been accorded a proper hearing within the meaning of the statute and that the lower court had improperly entertained jurisdiction.

The case was the first involving the breaking down of a clear channel through duplicated operation since the Havana Treaty reallocation became effective in 1941. KOA has been the dominant 1-A station on the 850 kc. clear channel, but the FCC authorized WHDH, now a BLUE outlet, to operate fulltime on the frequency, changing its status from 1-A to 1-B. To accomplish this, it amended its rules setting up 25 Class 1-A channels under the Havana Treaty.

In arguing the case for the Government, Paul A. Freund, special assistant to the Attorney General, contended that KOA's facility remained unchanged, in that it retained the same frequency and the same power. He argued that the interference caused in the restricted secondary service area of KOA was negligible and that the public interest was served by the grant. Beyond that, he contended the Commission was under no compulsion to permit NBC to intervene in the proceedings.

Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, in his maiden appearance before the highest tribunal, vigorously supported the majority opinion of the lower court. He argued that KOA had never been accorded a hearing despite specific provisions of the statute and past court precedent.

In reciting the history of the proceeding, he brought out that the Commission not only had substantially changed the facility of KOA without proper hearing but that it also had altered its regulations without notice and hearing.

WHDH is still operating fulltime on the 850 kc. channel despite the pendency in the court below of a petition for a stay order. NBC, however, has not pressed for issuance of the order which would force the Boston station to revert to daytime operation on 850 kc. Also involved is the assignment of WJW, Akron, with 5,000 watts power, on the 850 kc. channel, and with removal slated to Cleveland. This grant, wthout hearing, followed the WHDH authorization, but further proceedings before the FCC are being withheld pending the Supreme Court's decision.

With a bare quorum of the court sitting — six judges — arguments were begun last Thursday. Associate Justices Black and Rutledge

(*Continued on page 40*)

Brown May Scrap Grade Label Rule

House Committee Advises It Is Impractical Now

REPEAL of the OPA regulations requiring grade labeling of the 1943 fruit and vegetable pack became increasingly probable last week when the House Agriculture Committee declared that enforcement of the order this year seemed impractical. [BROADCASTING, April 5].

Maxon in Trouble

Although OPA Director Prentiss Brown has not yet indicated whether he will abandon the regulations, originally ordered by former OPA chief Leon Henderson, observers believed he would accept the advice of the House Committee, pro-grade labeling group, which ruled that the regulation might interfere with food production, and require an extravagant amount of extra labor.

An indication of OPA's decision may be forthcoming early this week when officials of the agency appear before a special House subcommittee investigating regulations of Government agencies.

For more than three weeks, Mr. Brown has been besieged by consumer groups defending the regulations, and canner interests that have been seeking its repeal. In a flare-up a week ago, the OPA Labor Advisory committee demanded the resignation of Lou Maxon, Detroit advertising executive, from his public relations post because of alleged pro-canner sympathy in the controversy.

Previews Restricted

Mr. Brown appeased the anti-Maxon interests last week by restricting certain powers of review he had granted his publicity chief, permitting him to overrule decisions of OPA Deputy Administrators. The Detroit Chapter of the National Lawyers Guild took up the fight with a demand that Maxon resign "because he shares the view of the National Canners Assn."

The Agriculture Committee heard a message from AFL President William Green declaring that "a myth has gained wide circulation that grade labeling will displace standard brands." Mr. Green said such was not the case, that grading does not disturb brand names. CIO also favors the labeling as a price control device.

Seeds Names Post

DICK POST, producer, writer, and announcer of CBS, Chicago, has been appointed radio director of Russel M. Seeds Co., Chicago, and will take over his new duties May 1. He will also m.c. *Reveille Roundup*, sponsored through seeds on NBC by Grove Labs., St. Louis (cold remedies and vitamin products) on Monday, Wednesday, Fridays 7:45-8 a.m.

XUM

Business Builder in Tailor-Made Disc

Washington Store's First Campaign Doubled Sales in Four Months

By ROBERT J. ENDERS

Radio Director, Kal Advertising Inc., Washington

KAL is the agency; Washington, D. C., the locale, and women's wear specialty shops, the client. "It's Kopy Kat . . . It's Kopy Kat" sang a clever girl trio in a smart transcription innovation. A sweep of all the stations in town—and Mr. Enders learned how custom-prepared platters make friends, and influence profits. He says the idea works for the firm's other accounts as well.

A YEAR AGO Washington listeners heard a new type of musical transcription for a local advertiser. "It's Kopy Kat . . . It's Kopy Kat," sang a smart girl trio.

Four months later, using a schedule covering all six Washington stations, Kopy Kat, women's wear specialty shops, had doubled its retail business.

And at the end of 1942, Kopy Kat's appropriation, exclusively in radio, was three times greater than the stereotyped live-copy schedule prior to the first transcription in May.

Rang the Bell

This unquestioned success in use of tailor-made transcriptions provoked immediate interest. Tailor-made transcriptions were still a novelty to clients in the Washington area. Formerly transcriptions for local clients consisted of identifying fanfares backed up by announcers with passionately appealing enthusiasm.

Formerly budgets for making transcriptions were held to $35; now a client who measured expenditures by sales results was justifying an appropriation of $350.

Kopy Kat was the first success. Then we rolled up our sleeves and really tackled the transcription opportunities. First problem was that of the Chesapeake & Potomac Telephone Co., embracing Washington, D. C., Maryland, Virginia and West Virginia. The company contemplated use of newspapers to urge: "Please do not use your telephone long distance unless the calls are vital." This was just two weeks before Christmas!

We evolved the idea of dramatized transcriptions as the most effective means of driving home voluntary public cooperation. C & P officials approved. Dramatized transcriptions, placed on 35 stations blanketing four states, explained why the public's cooperation was essential to the war effort. With simplicity and tact.

MR. ENDERS

We were amazed when C & P cancelled its scheduled announcements for Christmas Day, always the time telephone lines are flooded. The softening up job had been thoroughly effective! The public had accepted the message and believed in its sincerity.

Since Christmas we have prepared two additional blocks of C & P transcriptions on consumer cooperation and understanding of their utility.

And then, there's the Capital Transit Co., one of America's largest, busiest transportation systems. Their specific difficulty: Men and women to operate cars and buses, to service equipment. Prior to our radio campaign newspapers over the East had been used. Capital Transit's radio budget was concentrated in the Washington area. Again, dramatized one-minute announcements, with a simple attention-getting opening effect—voice in an echo chamber. For women employes we coined the phrase: This is a woman's war, too.

A Newsaper Story

When the War Manpower Commission declared transportation an essential war industry we told, by transcription, the company's story of deferment to employes. Results were excellent. Since, the WMC has expressed interest in our techniques employed to impress essential war jobs on persons now engaged in non-essential work.

Our client, *Washington Evening Star*, owner and operator of the Washington BLUE station WMAL, presents a unique case: The *Star* does not wish increased circ tion (they have the largest Wa ington circulation), facing creased used of newsprint. Furth the *Star* does not wish increa advertising lineage (for years t have ranked at the top in U. newspaper lineage).

But the *Star* does want a s cific appeal to many thousands newcomers who are orientating Washington conditions. To newspaper world's surprise, *Star's* radio budget was spread o all D. C. stations (not WM alone), probably the largest e spent in a prestige campaign this kind. Newcomers and olds remember, "If you read it in *Star*, it's true."

The chain of transcription-mi ed clients is gaining new li Retail stores, public utilities, c sumer products, newspapers with new and larger radio app priations. Direct sales and satis clients for a bit of agency inve iveness.

How has it affected our age particularly the radio departme Well, Kal Advertising is now pl ing its greatest volume of ra business in its long history.

Easy to emulate? Develop w trained personnel who can prod tailor-made transcriptions. T will, in turn, produce results.

Gillette Buys South American 'Shadow' Rights; Mutual Starts 'Nick Carter'

GILLETTE SAFETY RAZOR Corp., Boston, has obtained the South American rights to *The Shadow*, and will start the program on a number of stations in Brazil and Argentina within the next 30 days. Present plan, it is understood, calls for the series to be heard on approximately 70 stations. Network hookups may be used in both countries. The program would be aired for at least 26 weeks, period for which Gillette has purchased the S. A. rights with two-year option.

The Shadow, several years on U. S. stations, both as a live network show and local transcription, was discontinued on Mutual March 31, when Delaware, Lackawanna and Western Coal Co., completed its seasonal sponsorship of the series. Program is now being broadcast in transcribed form on a number of local stations. Show has never been heard in Latin America with the exception of broadcasts on a Panama City station for the benefit of American troops stationed there.

Program is copyrighted by Street & Smith, publishers. Charles Michelson, radio production firm, is radio representative. Gillette agency is Maxon Inc.

Scripts will be flown to South America via Pan-American Airways, to correspondents of Maxon who will have them translated into Portuguese and Spanish and produced on Brazilian and Argentinian stations, it is understood. Series will be promoted in the South American edition of *The Shadow* magazine and through showings of "The Shadow" films under an arrangement with distributors of Columbia Pictures.

A mystery series, based on the fictional character, Nick Carter, "the master detective" has replaced *The Shadow* in the Sunday 5:30-6 p.m. period on Mutual. The Nick Carter stories, copyrighted by Street & Smith, originated in the *New York Weekly* in 1886 and have appeared in the form of a magazine and later a series of motion pictures.

The Mutual series, which started April 11, represents the first radio appearance of the character and is titled *The Return of Nick Carter*. Walter Gibson, detective story writer, and author of many *Shadow Magazine* stories, is scripting the program.

AFM Ban Forces Rex To Use Announceme

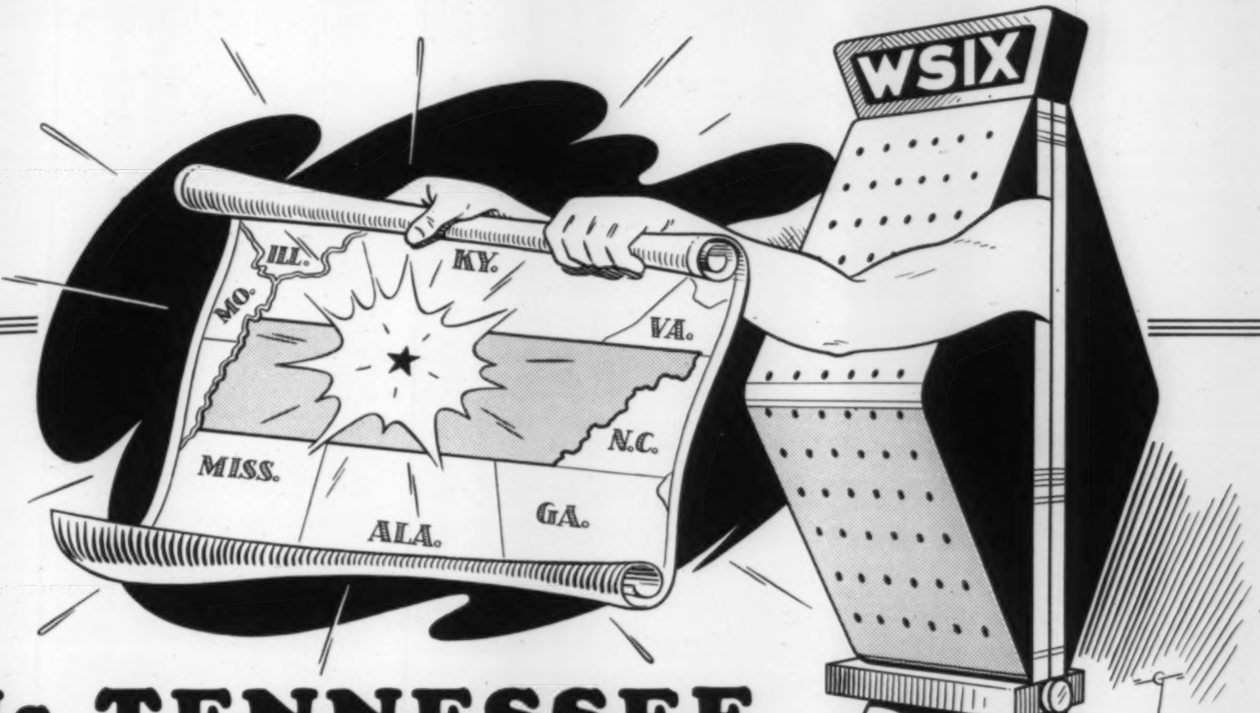
BECAUSE of the AFM ban on cordings the semi-annual one-c sale campaign conducted t spring by United Drug Co., B ton, will consist of one-minute a nouncements rather than the tr scribed quarter-hour progr titled *Rexall Parade of St* which the company used last and preceding years for its Re product drive.

Scheduling of the annou ments, to run on more than stations throughout the coun has been divided so that 14 will run off between April 11 and and the remaining 14 between M 9 and 13. The company had ho to use the musical programs it tured last November for four da but the union was adamant in refusal to allow the recordings be used a second time. Spot Bro casting places the campaign Street & Finney, New Yo United Drug agency.

Harvel Watch News

HARVEL WATCH Co., New Yo will sponsor John B. Hughes co mentaries on Mutual Sunday, 10:15 p.m., starting June 6. T watch firm entered radio for th first time with a test spot ca paign in the South and Midwe last November. At that time, Ha vel's announcements urged listene to buy War Bonds, and wait un after the war to buy watches. Age cy is A. W. Lewin Co., Newark N. J.

XUM



Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station or Spot Sales, Inc., National Representatives.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Dominant NBC Basic Station In This Area

SELLING TO A RICH, BUYING MARKET
WDEL
WDEL

1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

●

***Sales Representative*:**

PAUL H. RAYMER CO.
New York • Chicago
San Francisco

McNutt to Warn Draft Boards Against Station Discrimination

FCC to Continue Alert for Signs of Unfairness, Says Fly, in Discussing Essentiality Problem

DRAFT BOARDS will be instructed not to differentiate between stations in recognizing radio as an essential activity, Paul V. McNutt, director of the War Manpower Commission promised last week. He added however that individual requests for deferment would still be handled by local Selective Service Boards.

This explanation of radio's position as an essential industry was made in reply to two letters from FCC Chairman James Lawrence Fly, who questioned a statement from Selective Service headquarters which asserted that local boards had authority to decide which units of an essential industry performed functions necessary for support of the war effort [BROADCASTING, March 22, 29].

Mr. Fly declared himself "quite happy" with the McNutt explanation. The BWC-FCC Chairman insisted that radio has not sought assurance that station employes will be deferred. He explained that all radio asks is that employes of stations, without discrimination, be eligible for classification as members of an essential industry.

FCC Alert

The advantage of such a status for radio was underlined last week as Selective Service moved to steer men between 18 and 38 toward jobs in agriculture and essential industries. Protected by the position Mr. McNutt reaffirms, radio could draw on this manpower pool, as well as hold its present employes who otherwise might be inclined to move to war plants or agriculture.

In some quarters, however, there was still fear expressed that in instances where deferments were requested, local boards might reach decisions by arbitrarily judging which of competing local broadcast stations were doing a 'necessary' job. Mr. Fly promised that FCC would continue alert for any sign of discrimination.

The McNutt letter warned that the needs of the armed forces would probably require withdrawal of some persons in essential occupations, and that some individuals would therefore fail to obtain occupation deferments. He assured that such failure would not be based on lack of essentiality of the individual station.

"As you know," Mr. McNutt wrote, "neither the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another.

"Insofar as the character and content of broadcasting services are similar as between individual radio stations and such services are deemed related to the war effort, no distinction can be drawn as between particular stations."

Adding that this interpretation does not assure automatic deferment for persons in essential occupations, the WMC chief promised to ask Selective Service to inform its representatives that no such determinations shall be made.

"All We Can Expect"

Mr. Fly said the McNutt letter confirmed the cooperative studies on manpower made by BWC and WMC, and Selective Service. He said he thought WMC correct in its policy of deciding each case involving a station employe on its individual merit. He described the present situation as "all we can expect the WMC to give us."

Meanwhile, Mr. McNutt told a news conference last week that his organization was "moving everybody toward essential activities." He remarked that present work-or-fight orders were to relieve the dairy farmer crisis, but said as he looked ahead, he admitted, "we might have to use everything we can get our hands on."

Text of the McNutt letter follows:

I have your communications of March 24 an 27, concerning the local determination of particular radio stations as being essential to the war effort.

As you know, neither the *List of Essential Activities* nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another. Insofar as the character and content of broadcasting services are deemed related to the war effort, no distinction can be drawn as between particular stations. You recognize, of course, that this interpretation does not assure automatic deferment for all persons in essential occupations in broadcasting services.

I have called your communications to the attention of the Bureau of Selective Service and requested that they inform their representatives in the field that no such determination shall be made. Requests for occupational deferment are made by local Selective Service Boards on an individual basis and not on the basis of particular radio stations in which an individual may be employed.

Needs of the armed forces are such as to require withdrawal in some instances of persons in essential occupations in essential activities. It is possible, therefore, for individuals in essential occupations in radio stations to fail to obtain occupational deferment, but such failure, however, is not on the grounds of the lack of essentiality of the individual radio station.

Lever Shifts Theme

LEVER BROS., Cambridge, Mass., temporarily shifted its spot campaign for Rinso on 111 stations, to promotion of Lipton's Tea, and Lipton's Continental Soup Mix, for one week only, starting April 5. Agency is Young & Rubicam, New York.

PLACE QUESTIONS DRAFT VAGUENE

COMMENTING it is com knowledge that the induction for fathers is not far off, Ru P. Place, NAB general cou said last week registrants and ployers could plan more easily they were given reasonable ind tion when induction is likely to t place.

(On Monday Maj. Gen. Lewis Hershey, director of Selective Se ice, said such inductions were likely to take place at least u July but Selective Seervice co not tell when since the date pended on facts beyond its cont Gen. Hershey said one import factor would be the rate at wh "public opinion forced single to give up jobs in war plants."

Mr. Place said the impact Selective Seervice on the people second only to the impact of war itself and that such major ruption of normal life calls vital rearrangements of busin and personal affairs. He decr the "welter of confusing and of seemingly conflicting statemen and pointed out that such public seems to "put the stress on how stay out of the Army rather th when induction is likely to occu

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RADIO MUSICIANS EXEMPTED BY WM

MUSICIANS employed by ra stations are not subject to work-or-fight order that went i effect April 1, an official of War Manpower Commission plained last week. The work fight order had listed "music" a non-essential service, ordering men 18-38 engaged in such wo to register for war jobs.

A misunderstanding of the ord had occurred in Philadelphia whe a number of musicians had ceived induction notices. The gional manpower office has reco nized the national interpretati and ruled that only musicians e ployed in night clubs and dan studios, services listed as no essential, are at present subject induction.

Musicians as such have not be declared non-deferable, the Wa ington official explained, but ce tain activities that employ mu cians such as night clubs, are no essential, and all their employe musicians included, are subject immediate induction. Musicia employed by essential industri are not effected by the order.

IBEW Renews Contrac With Five Broadcaster

RENEWALS of agreements cove ing technical employes of five sta tions were announced last week b locals of the International Brothe hood of Electrical Workers (AFL

Local 1221 of Omaha has com pleted new agreements with th KFAB Broadcasting Co., and th Cornbelt Broadcasting Co. fo members at KFAB and KFOR Lincoln, and for technical em ployes of KOIL, Omaha, owne and operated by the Central State Broadcasting Co. The propose agreements have been submitte to the WLB for approval.

In Alabama, Local 1299 reporte a renewal with the Gadsen Broad casting Co. WJBY, Gadsden, Ala. and the Selma Broadcasting Co. WHBB, Selma.

XUM

"Detroit Is Turning Out More Combat Munitions Than Any Other Industrial Area in the World"

Office of War Information Report, February, 1943

When Detroit was first described as the Arsenal of Democracy, the phrase was largely one of aspiration; today it wears this accolade by virtue of actual performance. Below are listed the names of some but not all of the products currently being produced at the rate of $1,000,000 worth hourly, that make Detroit a name to be feared in Berlin, Tokio, Rome.

Important Detroit Contributions to Democracy's Arsenal

AIRPLANES

Consolidated B-24 Liberator heavy bomber (sub-assemblies and complete jobs)
Boeing B-17 Flying Fortress heavy bomber (sub-assemblies)
Martin B-26 Marauder medium bomber (assemblies)
North American B-25 Mitchell medium bomber (assemblies)
Republic P-47 Thunderbolt Army fighter (assemblies)
Douglas A-20 Havoc light bomber (assemblies)
Vought-Sikorsky F4U Navy fighter (assemblies)
Vought-Sikorsky SO2U Navy scout-observation (assemblies)
Vultee Vengeance Navy dive bombers (assemblies)
Stinson L-5 Sentinel liaison planes (complete)
Stinson Reliant navigation trainers (complete)

ENGINES

Pratt & Whitney Double Wasp 2,000 horsepower (complete)
Pratt & Whitney Twin Wasp, 1,250 horsepower (complete)
Rolls-Royce Merlin aircraft engines (complete)
Wright Whirlwind for tanks and training planes (complete)
Continental engines for tanks and trainers (complete)
Ford V-8 engines for tanks (complete)
General Motors Diesels for tanks and boats (complete)
Packard Marine engines for PT boats (complete)
Allison V-1710 aircraft engines (parts)
Wright Cyclone 1,750-h.p. for planes (parts)
Wright Cyclone 1,200-h.p. for planes (parts)
Wright Duplex Cyclone 2,200-h.p. for planes (parts)

TANKS

M-4 medium tank, Gen. Sherman
M-5 light tank, Honey
M-7 tank destroyer, Priest
M-10 tank destroyer

GUNS

20-mm Oerlikon anti-aircraft
40-mm Bofors anti-aircraft
90-mm anti-aircraft (parts)

MISCELLANEOUS

Gas masks
Airplane flight instruments
Naval ship gyro compasses
Anti-aircraft detectors
Troop-carrying gliders
Air raid sirens
Jeeps
Trucks and half-tracs

WWJ is, by actual survey, the most listened to station in this great arsenal. And Detroit has had a population gain of more than 300,000 since 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D—FM

Hugh Feltis Made Manager of KOIL

Woods Promoted to Central States System Manager

JUD WOODS, station manager of KFAB and KFOR, Lincoln, and Hugh Feltis station contact representative of the BLUE, share executive responsibilities in the Central States Broadcasting System setup following Don Searle's appointment as manager of KGO, San Francisco.

Mr. Feltis becomes station manager of KOIL, Omaha, and sales manager of KFAB and KFOR. Mr. Woods is promoted to the general managership of the Central States system, operating all three stations. Mr. Feltis will have an office in Omaha, Mr. Woods in Lincoln.

A native of Washington and a graduate from the U. of Idaho Mr. Feltis has been associated with stations his entire business career. He comes to KOIL after more than a year with the BLUE. Previouly he had been a salesman for KVOS, Bellingham; acting manager, KXRO, Aberdeen; station manager, KPQ, Wenatchee, Wash.; sales manager, KFBB, Great Falls and sales manager, KIDO, Boise.

Radio Executives Club Prepares For Election

INTRODUCTION of new members, appointment of a nominating committee, and a general discussion of future plans were the agenda of the April 7 meeting of the Radio Executives Club. Under the chairmanship of John Hymes, Foote, Cone & Belding, the nominating committee to prepare a slate for next year's officers includes Arthur Sinsheimer, Peck Adv. Agency; Horace Hagedorn, NBC spot sales, and Marvin Kirsch, *Radio Daily*. A new president, vice-president, secretary and treasurer will be announced at the May 26 meeting.

Current president, Tom Lynch, Wm. Esty & Co., told members that a service flag was being made for members of the Club now in the armed forces and announced that next week's meeting would be a "Navy Day." Out-of-town guests present included Mrs. Ucola Katzentine, WKAT, Miami Beach; Robert Nichols, WHAI, Greenfield, Mass.; Art Harre, WJJD, Chicago, and Odin Ramsland, KDAL, Duluth.

McCormick to NBC

ROBERT McCORMICK, political reporter and Washington columnist, will join NBC's Washington staff April 19, as a news analyst, and will be heard each weekday on the 8 a.m. *World News Roundup*, with W. W. Chaplin from New York, and Elmer Peterson from London. McCormick was with the *Washington Daily News* for a number of years, starting as copyboy and eventually becoming news editor and columnist for the paper. For the last five and a half years he has been Washington correspondent for *Collier's*.

FIGURES in the managerial shift involving stations of the Central States Broadcasting System are (l to r): Don Searle, who leaves the KOIL-KFAB general managership to become manager of KGO, San Francisco; Jud Woods, promoted to general manager of the Central States system; Hugh Feltis of the Blue stations staff, who becomes KOIL station manager and sales manager of KOIL, KFAB and KFOR.

CIAA TO PRESENT BRAZILIAN SERIES

CARRYING out its recently announced intention of stepping up domestic radio activities, the Office of the Coordinator of Inter-American Affairs is readying a series to acquaint American listeners with their Brazilian neighbors. The programs will start on Mutual, probably this month, and may be followed by similar series in other countries in 13-week cycles.

The first cycle will be presented in cooperation with Brazil's Department of Press and Propaganda, and reciprocates for the latter agency's cooperation in making time available on 94 Brazilian stations for a five-minute daily CIAA news program, transmitted from this country during the last year.

Frank Buck, explorer, animal collector, and author, will m.c. the Mutual program, with stars from the entertainment world, visiting South American celebreties, public figures of international fame and Latin American artists as guests in a show combining interviews and drama. Feature material will be supplied by the CIAA representative in Rio de Janeiro. Series is expected to be heard in the Saturday, 4:30 p.m. period.

Carter Expands

CARTER PRODUCTS, New York, last week expanded to 20 the list of local stations carrying transcriptions of Jimmy Fidler's gossip program, heard on BLUE Sunday, 9:30-9:45 p.m. and rebroadcast at 11:15 p.m. Carter has been experimenting for several months with supplementary transcriptions of the program on stations outside the BLUE in behalf of Arrid [BROADCASTING, Dec. 28]. Agency is Small & Seiffer, New York.

Now Rear Adm. Redman

PROMOTION of Capt. Joseph R. Redman, who last week began his second tour as Director of Naval Communications, to rank of Rear Admiral, was confirmed by the Senate last Tuesday. Admiral Redman succeeded Capt. Carl F. Holden, after a half-year in the war zone [BROADCASTING, April 5].

Hawaiian Radio About Norma Says Webley Edwards on Visi

People Listening More Than Ever; Stations A Morale and Provide Emergency Communication

ALTHOUGH Hawaiian radio stations are the only United States domestic stations actually in operation in a combat zone as well as under martial law, the problems confronting them after the Pearl Harbor attack have for the most part been adjusted to meet military requirements and broadcasting schedules have returned to a more or less normal basis.

This report on radio in the Hawaiian Islands 16 months after Dec. 7, 1941, was made by Webley Edwards, manager of KGMB, Honolulu, and KHBC, Hilo, who serves as CBS correspondent in Hawaii, and was recently in New York for a short vacation.

Fastest and Best

People on the Islands are listening to radio as never before, Mr. Edwards said, pointing out that not only is radio the fastest and best means for emergency communication with the residents, but also has double duty as an unusually powerful force for good morale in view of the gasoline restrictions keeping people at home by day, and the nightly blackouts precluding other forms of entertainment.

Describing the stringent measures taken by KGMB, for example, to guard against sabotage, or worse still, possible seizure of the station, Mr. Edwards stated that the building housing the studios and offices, and the transmitter nearby, are entirely surrounded by barbed wire fences. Machine gun nests and Army sentries guard the enclosure, and a barricade of sandbags and gravel hugging the buildings further protects the station from flying shrapnel in case of a second Japanese attack.

Visitors are now allowed to visit KGMB, he said, as well as attend broadcasts, all of which must be transcribed prior to presentation lest some unintentional slip give information to the enemy.

For five days after the Dec. 7 attack, Hawaiian stations were entirely cut off the air except for emergency announcements. On Dec. 14, the Army allowed them to resume on a limited schedule from about 7:30 a.m. until 9 p.m., and they are on the air today from 6 a.m. to approximately midnight.

The result of this curtailment naturally affected advertising schedules and station revenue, Mr. Edwards stated, adding that of course all foreign language programs in Japanese, Chinese and Filipino, have been completely discontinued.

Today, however, with the distribution of essential things smoothed out, national advertising firms have resumed their radio promotion of such items as food or drugs

MR. EDWARDS

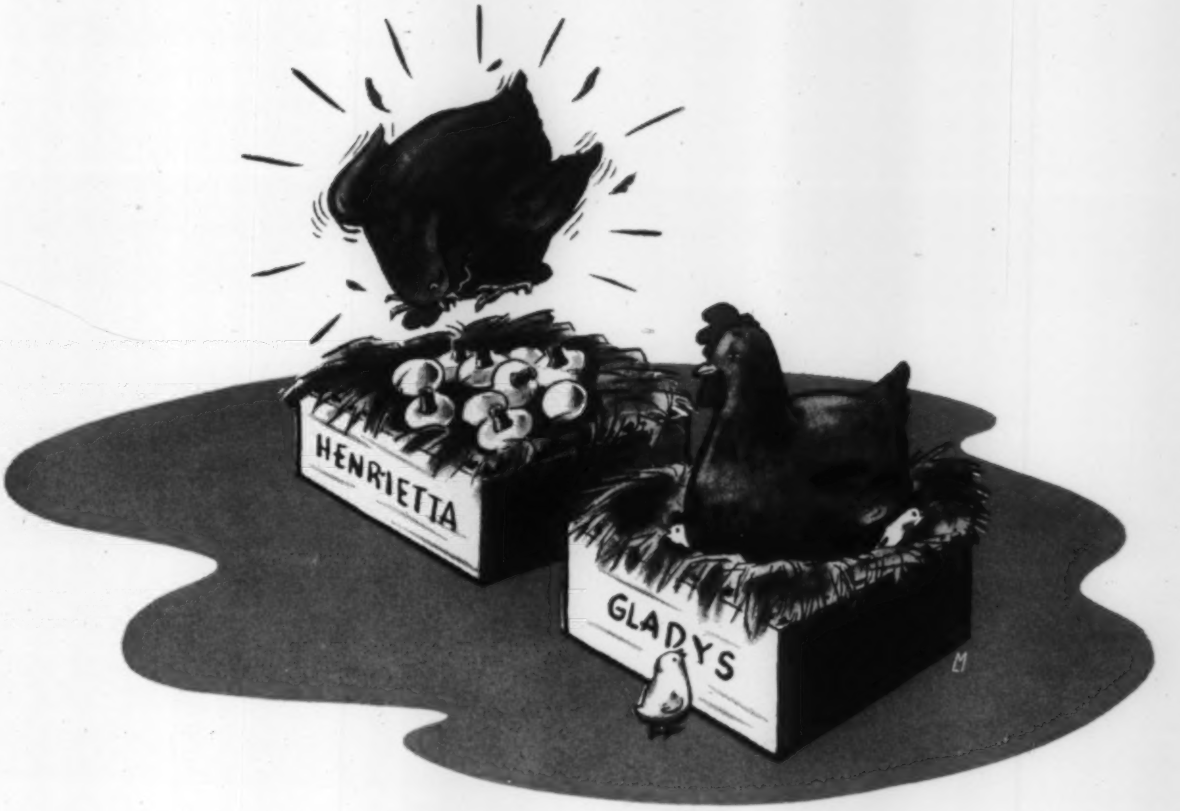
and local firms are again using r dio in the realization that it is t best way in which to reach the r stricted populace.

As Mr. Edwards reported so months ago to KGMB's represent tive, John Blair & Co., "it is a r tribute to the steadiness and i telligence of the majority of H waiian business firms that th stayed steadfastly with us by kee ing their radio programs going a ter we resumed broadcasting. (course, some firms were virtual put out of business by the war a could not continue. Other firm short of goods, had to leave th air or cut down. A few firm stopped all of their advertising i mediately."

High tribute to the Army for i "grand" cooperation with the har ried radio executives and for i understanding of the problems o the four Hawaiian stations wa paid by Mr. Edwards, who als praised the great assistance give the stations by the Office of Wa Information. "Recognizing th value of radio as a morale builde for the armed forces, war worker and civilians," Mr. Edwards said "the OWI has taken over the jo of assembling all our transcrip tions at one point in San Fran cisco and shipping them over t us by the best available means either by air or surface . . . Th OWI has further begun providing us with transcriptions of many network sustaining shows."

An interesting phase of broad casting on the Islands describe by Mr. Edwards was the "regiona network" the stations have worked out by feeding a program via special lines from KGMB, or KGU Honolulu, for instance, to KHBC in Hilo and thence to KTOH in Lihue Kauai.

XUM



CAN YOU HATCH DOORKNOBS?

IT MAKES a whale of a difference what's under a radio station's coverage. No matter how closely a doorknob resembles an egg, it's still a dud. No matter how closely "coverage" resembles "listeners", the two are as far apart as doorknobs and eggs.

When you look underneath the "coverage" of Oklahoma City stations, you find 43.5% of the listeners tuned to WKY in the morning; 56.8% in the afternoon; and 60.6% at night. These are the Fall-Winter averages compiled by Hooper and just released.

WKY's coverage, in addition, extends farther out into the state than any other Oklahoma City station.

WKY has the coverage, but, what's vastly more important, WKY has the listeners to make your radio selling produce results at remarkably low cost per unit in Oklahoma.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

KLX Charges Freedom of Press Denied In NBC Exclusive Mme. Chiang Pickup

MEMBERS of Congress and the FCC last week were investigating a complaint by KLX, Oakland independent operated by the *Tribune*, charging that the station had been prohibited from broadcasting the address of Mme. Chiang Kai-shek in San Francisco's civic auditorium on March 27 and that "freedom of the press" had been denied.

State Dept. Order

The station said it had been told that NBC had exclusive rights to broadcast the address and that no other station could participate. KSAN, San Francisco local, however, also picked up the speech and subsequently originated for an independent network an address in Chinese by the visiting dignitary.

Adriel Fried, KLX manager, asserted he was informed by the office of Mayor Rossi in San Francisco that the State Dept. had declared NBC alone would be permitted to carry the event direct from the auditorium. The Mayor's office, however, subsequently disclaimed any such order.

At the State Dept. last Wednesday it was said that so far as could be ascertained, there had been no dealings whatever on the pickup. Moreover, it was said such action would have been entirely contrary to the Department's policy.

Receipt of a complaint from Joseph R. Knowland, owner of KLX and publisher of the *Tribune*, was acknowledged by the FCC. He asked the Commission whether the exclusive pick up was "in line with the policy of the Commission." The matter was being investigated last week after the matter also had been brought to the Commission's attention by a number of members of Congress contacted by Mr. Knowland.

KLX said it had installed lines into the auditorium but Mr. Fried charged that the lines subsequently had been cut. They were repaired prior to the pickup in time for the planned broadcast but the technicians were not permitted set up their microphones and w ejected from the auditorium military police, according to Fried. The microphones were moved from the stage by audi ium employes.

It was said that Mr. Knowl had telegraphed the State D regarding the order, which he "would deprive all independent tions of the privilege of broad ing events of this character."

In his telegram to Mayor R two days before the address, Knowland said he requested auth ity to make the direct pickup in war interest. He added that si the pickup was in the munici auditorium, he felt any broadc ing company had the privilege installing microphones unless speakers did not wish the bro cast, "which is apparently not tr in this particular case."

Mr. Fried said the telegram repeated telephone calls to May Rossi's office were ignored. Final contact was made with the Mayor secretary and resulted in statement that the State Dept. said the broadcast would be clusively NBC, according to Fried. Later, the KLX manag said, the Mayor's office denied ceiving any order from the Sta Dept. or telling Fried about it.

At Mayor Rossi's office it said the networks had agreed fore Mme. Chiang's tour beg that a different chain was to hav exclusive rights in each city visite and that every local station in San Francisco area had agreed take NBC's recording of the speec for rebroadcast.

Mr. Knowland said he though the matter of freedom of speec "is very much involved." Where independent station is "depriv of broadcasting to the public" said, "we are all vitally concern They had no more right to say couldn't broadcast the speech to say the *Tribune* couldn't lish it."

Mr. Fried declared KLX mea to bring the whole thing to a showdown. "It is a battle of independents versus the networks," he said

SPLIT-SHOE TIRE attached to rim by springs was designed by George Sudermann (l), news analyst of KSO, Des Moines, in his spare time tinkering. Of solid oak and hinged together, this model being inspected by Mr. Jaeger and Mr. Sudermann was made by Jaeger Mfg. Co., local cabinet makers..

Sanka Resumed

FOR THE first time since c rationing began, General F Corp., New York, is doing a motion of Sanka on WQXR, York resuming sponsorship *Symphony Hall*, 8 p.m., Apri Formerly sponsoring one broad per week, General Foods is using two programs weekly WQXR. Product is not being ad tised on any other local prog Young & Rubicam, New Y handles the account.

BING CROSBY, star of the NBC *Kraft Music Hall*, sponsor Kraft Cheese Co., has been giv new seven-year straight no- contract by Decca Records Inc., calls for a guarantee of $500,000 ing that period, as against roy on record sales. His former reco contract, with two years more to was cancelled by Jack Kapp, pres of Decca.

CARL EVERSON
WHKC • COLUMBUS

says . . . "for the life of us we cannot conclude the "Little Tin Soldier" programs. We have played the series twice and have started a third run. Every time we come up to the last program hundreds of letters come in demanding we continue. The mail is from people in all walks of life and highly complimentary."

The "Little Tin Soldier" is a serial story for children of 156 (15-minute) episodes. It is furnished FREE to subscribers with Lang-Worth Planned Program Service.

LANG-WORTH, Inc.
420 MADISON AVENUE • NEW YORK, N. Y.

XUM

(left to right); Glenn Snyder, Manager of WLS, and Merritt R. Schoenfeld, Sales Manager for the BLUE's Central Division, (representing WENR) receiving the trophy from P. S. Joyce, Chicago Manager of the Grocery Products Division of General Mills, and E. H. Kees, Assistant Central Division Sales Manager for General Mills.

General Mills Trophy awarded to WENR-WLS *for lowest cost per inquiry*

● *Hi-yo Silver!* The Lone Ranger, radio's most thrilling drama, has a listener loyalty that is the envy of many a sponsor.

Recently this popular program carried a billfold offer that was a complete nation-wide success. Returns from the entire Blue Hook-up of stations were remarkably good.

Yet WENR-WLS topped all stations by capturing the sponsor's special award for lowest cost per inquiry!

All of which proves that in Chicago and the Midwest the Blue is still going forward with the speed of the great horse Silver, delivering value far beyond normal expectations.

You, too, can share in the whirlwind progress of the Blue. Better get all the facts now!

WENR

Represented by Blue Spot Sales

CHICAGO'S BLUE NETWORK STATIONS
890 KILOCYCLES
50,000 WATTS — CLEAR CHANNEL

WLS

Represented by John Blair & Co.

At WTAR we spell
"OPPORTUNITY"
with four "P's"!

POWER: 5,000 watts day and night (directional at night) blankets the entire Norfolk area with a strong, clear signal.

PROGRAMS: WTAR carries America's "top 10" and 33 of the first 52 most popular programs. More of the Nation's favorite programs than all other Stations in the Norfolk area combined.

POPULATION: WTAR serves 1,195,463 people in the Norfolk Metropolitan District, and more are arriving every day.

PREFERENCE: 81% of the people in the Norfolk Market *listen most* to Station WTAR.

The "four P's" spell OPPORTUNITY for more sales of almost anything you tell folks about over Station WTAR in the fabulous Norfolk Market. Now is the opportune time to write for availabilities and complete information.

WTAR NORFOLK VIRGINIA
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

500 W. APPLICATION OF WLW DISMISSED

APPLICATION of WLW for renewed authority to operate with 500,000 watts day and 50,000 watts at night, using its experimental W8XO high-powered transmitter, was dismissed without prejudice by the FCC last Wednesday at the station's request.

In its motion for dismissal, the Crosley Corp. set out that the experimental transmitter has been taken over by the Federal Government for use in connection with the war effort. At the time the hearing originally was scheduled, it was set forth that the Government was considering the desirability of taking over the equipment for war use and that when the application for dismissal was filed April 1, final decision had been reached to that end.

It is presumed that in the light of the acquisition of the transmitter, presumably for psychological warfare purposes, Crosley Corp. will drop its appeal from the FCC action denying W8XO authority to experiment with 750,000 watts from midnight to morning. This authority was sought to prove the technical feasibility of high-powered transmitting equipment, which the FCC denied on Nov. 30. Last December it also denied W8XO a renewal of license, which in no wise affected the WLW operation with 50,000 watts fulltime.

FCC Hearing Ordered On Transfer of KFMB

APPLICATION for voluntary transfer of control of Worcester Broadcasting Corp., owner of KFMB, San Diego, from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee, under declaration of trust for Mr. Worcester has been set for hearing by the FCC. Renewal of KFMB's license will be considered in the same proceeding.

Mr. Worcester, a former aircraft designer-engineer, was the grandson of one of the founders of the U. S. Steel Corp. KFMB, operating with 250 watts on 1450 kc., took the air September 1940, culminating a four-year effort by young Worcester, whose original application for a new local station had been denied on the grounds that no need for the service had been shown.

His later application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Earle Anthony interests had purchased the old KEHE's facilities for transfer to KECA, was also denied. Following these moves, however, the "survival of the fittest" theory of new station grants was upheld by the courts, and Mr. Worcester subsequently was granted permission to construct KFMB.

WTOL Basic Blue

WTOL, Toledo, heretofore a BLUE supplementary station, on May 1 will become a member of the basic BLUE network. The station, owned by the Community Broadcasting Co., operates on 1230 kc., 250 watts.

SPRING TRAINING for the wo champion St. Louis Cardin was formally opened in Cairo, I with a welcome banquet which w broadcast on WKRO, Cairo. W coming the champs (l to r) a C. L. Keaton, chairman of Cairo Baseball Committee and h of McKnight-Keaton Wholes Groc. Co., heavy radio user; M Keaton, who designed Cardin emblem; Sam Breadon, Cardin president. Toastmaster was Mer (Red) Currier, WKRO manager.

Thelma Kirchner Nam KGFJ General Manag

FOLLOWING withdrawal of S. McGlashan, owner of KGFJ, Angeles, from active particip in that station's operation for war duration, Thelma Kirch staff member for 16 years, has b appointed general manager. McGlashan, now a major in Civil Air Patrol, is in charge of San Benito (Tex.) airfield. M Kirchner joined the station in 19 three months after KGFJ star operation. For the last ten mon she has been acting manager.

Miss Kirchner appointed W. (Bill) Trader as commercial m ager and Mrs. Carolyn Caro, p gram manager. Formerly at KFA Los Angeles. Mr. Trader before ing to the Coast was on the sa staff of WALA, Mobile, Ala. M Caro was associated with Los A geles stations.

Charles Gordon Whyte

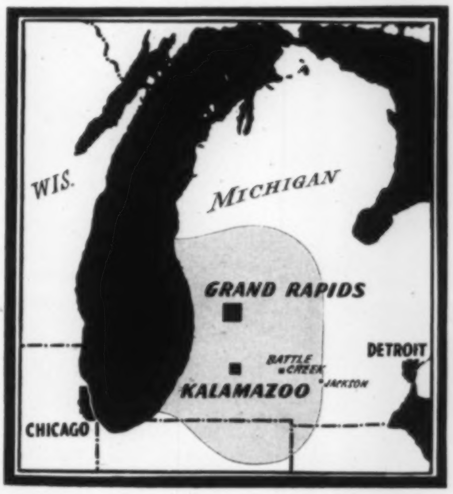
CHARLES GORDON WHYTE, radio writer-producer-actor and staff director in the NBC produ tion division in New York, d April 5 at his home in Long Isla City following a heart attack. one time public relations direct for the White Rats, predecessor Actors' Equity and later with *Bil board and Metronome* magazine Mr. Whyte entered radio in 19 as a free-lance writer and pr ducer. Subsequently, he joined W. Ayer & Son where he wro and produced the early progra sponsored by R. J. Reynolds To bacco Co. He joined NBC last Sep tember and at the time of his dea was working on the *Fred Warin* show for Chesterfields and th news broadcasts of H. V. Kaltenborn. His wife survives.

RECORD directory issued two week ago by Associated Music Publishers i the first full index of AMP copyrights on commercial records, but does no represent the complete AMP reper toire of some 18,000 copyrights, a mistakenly expressed in BROADCASTING, April 5.

MANY HINDUS CAN "HOLD THEIR BREATH" FOR AN HOUR OR MORE—

BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Let us prove it!



If you *don't want* to cover Western Michigan (the Kalamazoo-Grand Rapids area)—well, you're the boss.

But if you *do want* Western Michigan, don't kid yourself about doing it with any Detroit or Chicago station.

WKZO is the home station to this entire area—has power second to none, has far the best frequency, and rates first with the vast majority of the available audience . . . Write for *all the facts*—or just ask Free & Peters!

WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Feigenspan Quiz

CHRISTIAN FEIGENSPAN Brewing Co., Newark, will present Fulton Oursler, writer and former editor of *Liberty Magazine*, in a five-weekly question and answer news program on WOR, New York, starting April 12. Aired for P. O. N. beer and ale, 9:15-9:30 p. m. Monday through Friday, the program will be titled *Pay Off News*, and will invite listeners to submit questions on current news, with $3 to be paid for each question used. Specific information, rather than editorial comment, will be offered, according to Mr. Oursler. Feigenspan has been using sports broadcasts for the past several years. Radio advertising will be confined to WOR. Maxon Inc., New York, is agency.

Rep. Keefe Urges That Congress Act To Settle Time Change Controversy

CONGRESSIONAL action to settle the time change controversy once and for all was urged last week by Rep. Keefe (R-Wis.), who expressed alarm at the confusion resulting from a wave of sentiment in favor of returning to standard time, particularly in the agricultural areas.

Rep. Keefe has advised the Wisconsin State Senate Military Affairs Committee that two concurrent resolutions, calling for repeal of War Time, are in the hands of the House Interstate & Foreign Commerce Committee. His advice had been requested by the Wisconsin Senate Committee, after the Wisconsin Assembly had passed and sent to the Senate a bill to repeal Federal Time in that State [BROADCASTING, April 5].

"There seems to be a strong sentiment for return to Standard Time," said Rep. Keefe, "a sentiment I interpret as indicative of the public attitude for the restoration of Standard Time. Whether the benefits which have accrued statistically from War Time are what we were told could be expected I not know. From the facts that h been laid before me, I would say was just the contrary. So far I not convinced that we need W Time, but the big point is—C gress must settle the issue.

"It's too bad to have cert States legislating Standard T and the Federal Government taining War Time. I feel that we attempting to separate the peo from Federal Government and tually the people are the Gove ment. We must have unive time, if we are to function in uni whether it be War Time or Sta ard Time.

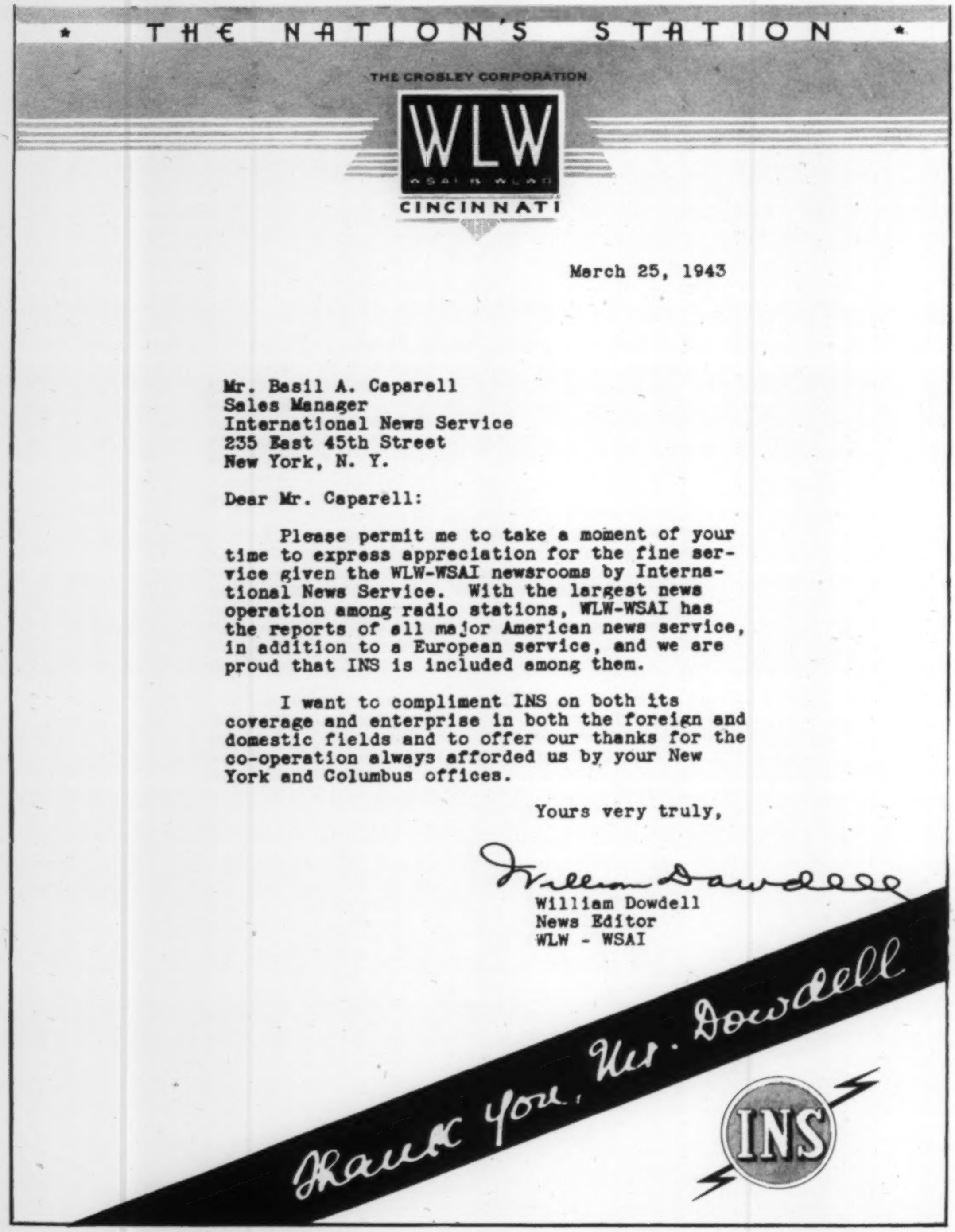
"From the standpoint of agric ture, there's a well-founded dem for the return to Standard Ti Aside from the summertime, wh we all enjoyed an extra hour daylight, I cannot see where W Time is of any great benefit. If it as necessary as we are told, th we should have War Time and i dividual States should go along unity. On the other hand, if it not effecting the big savings power it is supposed to, then I s let's abide by the wishes of t people who, after all, are the G ernment of the United States."

Rep. Keefe said he plans to i sist that Congress take action " way or the other". He deplored t "confusion not only to radio but all industry and all people" beca certain States have repealed W Time.

"If the entire State in these i stances adopted Standard Ti there would be less confusion," commented, "but in Georgia, Oh and Michigan, where State Leg latures have repealed War Ti the larger cities, I understand, main on fast time, causing unt confusion."

Turnover

UNABLE to find a place to live with his wife and child, Harry Wood, announcer who came from Chicago to WWJ, Detroit, has returned to free lance in Chicago. Paul Williams, WWJ sports announcer and producer, has been commissioned a lieutenant (j.g.) in the Navy and leaves April 24 to report at Quonset Pt. and announcer Franklin Ferguson on April 4 joined CBS in Chicago. Now WWJ is considering more women announcers.



• THE NATION'S STATION •
THE CROSLEY CORPORATION
WLW
WSAI & WLWO
CINCINNATI
Thank you, Mr. Dowdell
INS

March 25, 1943

Mr. Basil A. Caparell
Sales Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

Please permit me to take a moment of your time to express appreciation for the fine service given the WLW-WSAI newsrooms by International News Service. With the largest news operation among radio stations, WLW-WSAI has the reports of all major American news service, in addition to a European service, and we are proud that INS is included among them.

I want to compliment INS on both its coverage and enterprise in both the foreign and domestic fields and to offer our thanks for the co-operation always afforded us by your New York and Columbus offices.

Yours very truly,

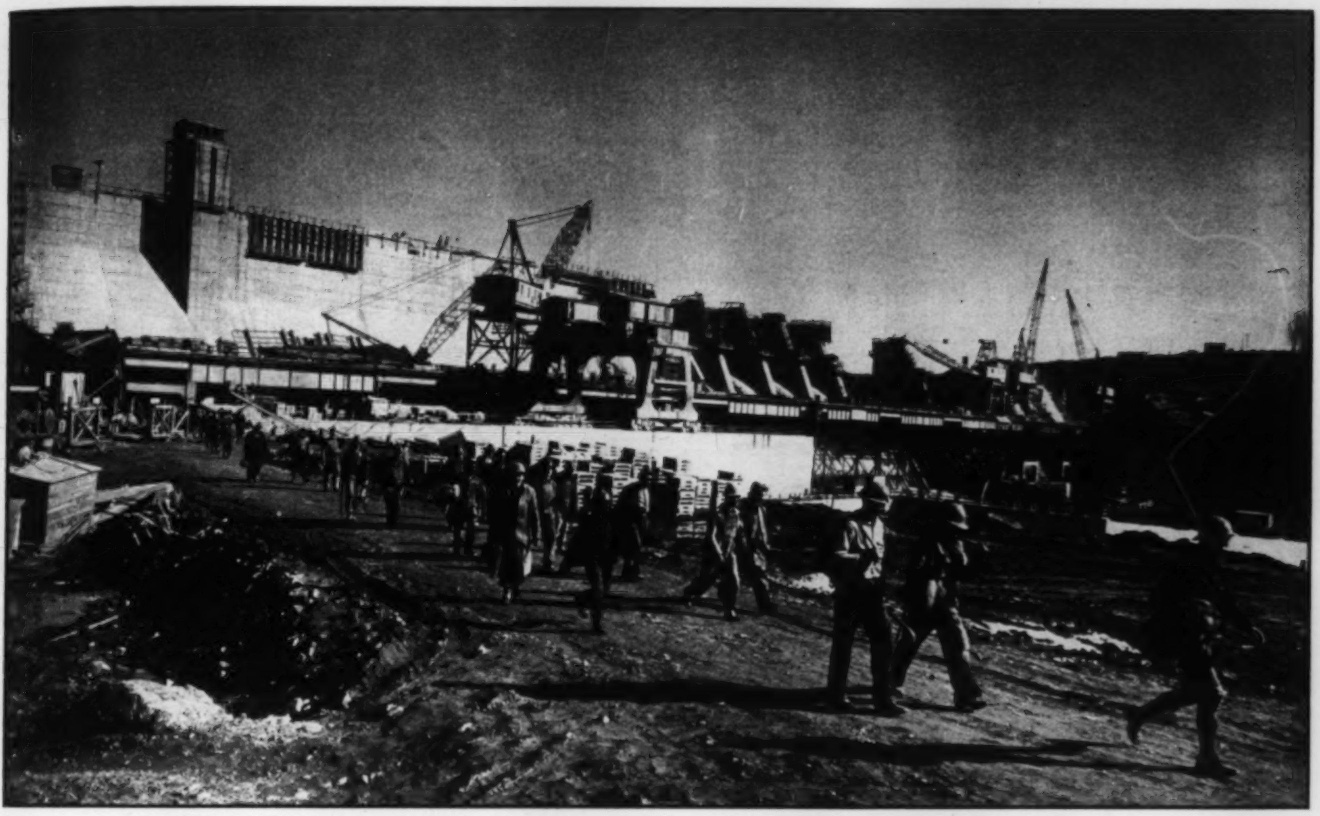
William Dowdell
William Dowdell
News Editor
WLW - WSAI

LeSueur to London

LARRY LeSUEUR former CB correspondent in Russia, who i writing a book of his experienc in that country, is leaving Ne York in several weeks to join th CBS staff in London, and it is u derstood that William L. Shire CBS news analyst, will follow hi later this spring. Correspondents currently in the CBS London offi include Bob Trout, John Daly an Paul Manning, with Edward R Murrow continuing in charge o the branch as well as of the CBS European staff.

XUM

A WORLD'S RECORD IN THE TENNESSEE VALLEY

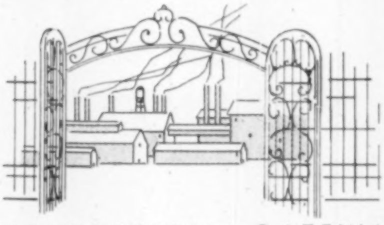


RECORD-BREAKING *workmen change shifts at TVA's* [redacted] *Dam, the vital wartime hydroelectric project which began storage of water on February 19, 1943.*

CONSTRUCTION at [redacted] Dam, in upper East Tennessee, started in February, 1942. Twelve months and nineteen days after construction began, the gates were closed and the dam began to hold water . . . a world's record for speed in construction.

Total cost amounted to $36,000,000. The electric power will be used in production of aluminum and many other products which constitute a major contribution to our total war effort.

This is TVA-land . . a great development in peace and a mighty emergency muscle for the United States at war. WLAC, with its 50,000 watts, covers this vast area of expanded industrial construction.



THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY
•
THE PAUL H. RAYMER CO.

WLAC

50,000 WATTS

THE ONLY **CBS** OUTLET WITHIN
125 MILES OF NASHVILLE

FROM MATERIAL furnished by the Third Fighter Command of Gen. A. H. Gilkeson, a new program on Thursdays at 6:30 p.m. (CWT) dramatizing the often thankless and little known work of the Aircraft Warning Service has been created by WWL, New Orleans. Script for the quarter-hour program is prepared by War Program Manager, P. C. Ott.

* * *

Quips and Tips

INTERSPERSING humorous stories with tips on wartime living, a thrice-weekly quarter-hour program, *For Ladies Only*, has started on KTMS, Santa Barbara, with Frank Weltmer as m.c.

Purely PROGRAMS

History In Wax

THE HISTORY of recorded popular music from the time of Edison's discovery to the present, makes a new series of early morning programs on WCAU, Philadelphia. Created and handled by Al Taylor, the program is called, *The Wax Library*, and includes accompanying commentary in addition to the recordings, many of which are antiques and collector items.

USO Scrapbooks

THROUGH SPECIAL arrangements with the East Bay Unit of the Domestic Branch of the OWI, KLX, Oakland, Cal., is presenting the OWI program *News From The Home Front* twice daily direct from the OWI quarters under the auspices of J. F. Hink & Son, Berkeley, Cal. (department store). In lieu of commercial announcements, the department store is asking that scrap books be presented the USO and is awarding a $25 War Bond to the one presenting the best book. The broadcasts are handled by KLX Announcers Dick Glyer, Ruth Franklin and Don Victor.

* * *

School of Life

CONFLICTING philosophies provide the action for a five-times weekly daytime serial on CBS titled *This Life Is Mine*. Plot centers around a school teacher and her father, who symbolize two schools of thought—altruism and egotism. The school teacher attempts to bring up a sister and two younger brothers to be considerate of others, while the father opposes her.

* * *

Penthouse Theater

PERMANENT studio cast plays supporting roles in *Penthouse Theater*, a comedy-drama series heard Thursday nights for a half-hour on WCSC, Charleston, S. C., and each week guest stars are chosen from the Dock Street theater and Footlight Players, local little theatre groups. Programs are directed by Lt. Charles R. Bell, USNR, and produced by Russ Long.

* * *

Poultry Lessons

PURDUE U. is presenting *The Poultry School of the Air*, a series of 10 quarter-hour programs for farmers on its station WBAA, Lafayette, and eight stations in Indiana. Sessions are conducted in classroom manner. The tenth broadcast is a final exam and those passing receive certificates from the Purdue Poultry Dept.

* * *

Schools at War

OREGON STATE WAR Staff, with KGW, Portland, is presenting *Schools at War* weekly. Half-hour shows originate in different schools with scripts emphasizing work being done by school children to further the war effort. Bands and glee clubs are often featured.

* * *

Weekly Letters

EXTENDING a personal invitation to visit its studios, KOY, Phoenix, has started mailing a weekly letter to new residents of that city. Names are secured from local gas and electric company's "turn on" lists.

* * *

Feminine War Role

WOMEN in factory jobs, in the services and in the news are in the limelight in *Fran Harris Reports*, a twice-weekly quarter-hour show on WWJ, Detroit. Miss Harris interviews women in interesting war work.

INQUIRING REPORTER WCOL, Columbus, O., gets Ba Doll's answer as to Axis chances winning the war. The 14-year- pony, who has appeared befo many celebrities, including Ki George VI of England, rode up ni stories to the WCOL studi donned a grass skirt and did hula dance. Milton Metz holds mike as Manny Block, manager Kay's, sponsor of the *Inquiring R porter*, stands behind Metz.

* * *

WAAC Adventures

TESTING out an afternoon stead of the usual morning sp *The Gallant Heart*, a new fi weekly quarter-hour series dram tizing the story of a WAAC a the friends she meets in the wor of war, was started on NBC P cific stations, March 29, Mond through Friday, 4-4:15 p (PWT). Written by Virgi Maria Cooke, the program is pr duced by Earl Ebi. Janet Wal portrays Jennifer Lake, a WAA with Ben Alexander playing t masculine lead. Verne Smith announcer-narrator, with Eug Le Pique providing organ music background.

* * *

Facts and Families

INFORMATION on rationing a wartime living are presented WBBM, Chicago, in dramatic a discussion form on two public ser ice features, *Family Goes to Wa* weekly evening quarter-hour, a *Facts for Freedom*, twice week daytime quarter-hour. The latt program has been offering WBBM-OPA folio containi household budget sheets for poi rationing, point values, etc. Bo programs are written by Jo Barry.

* * *

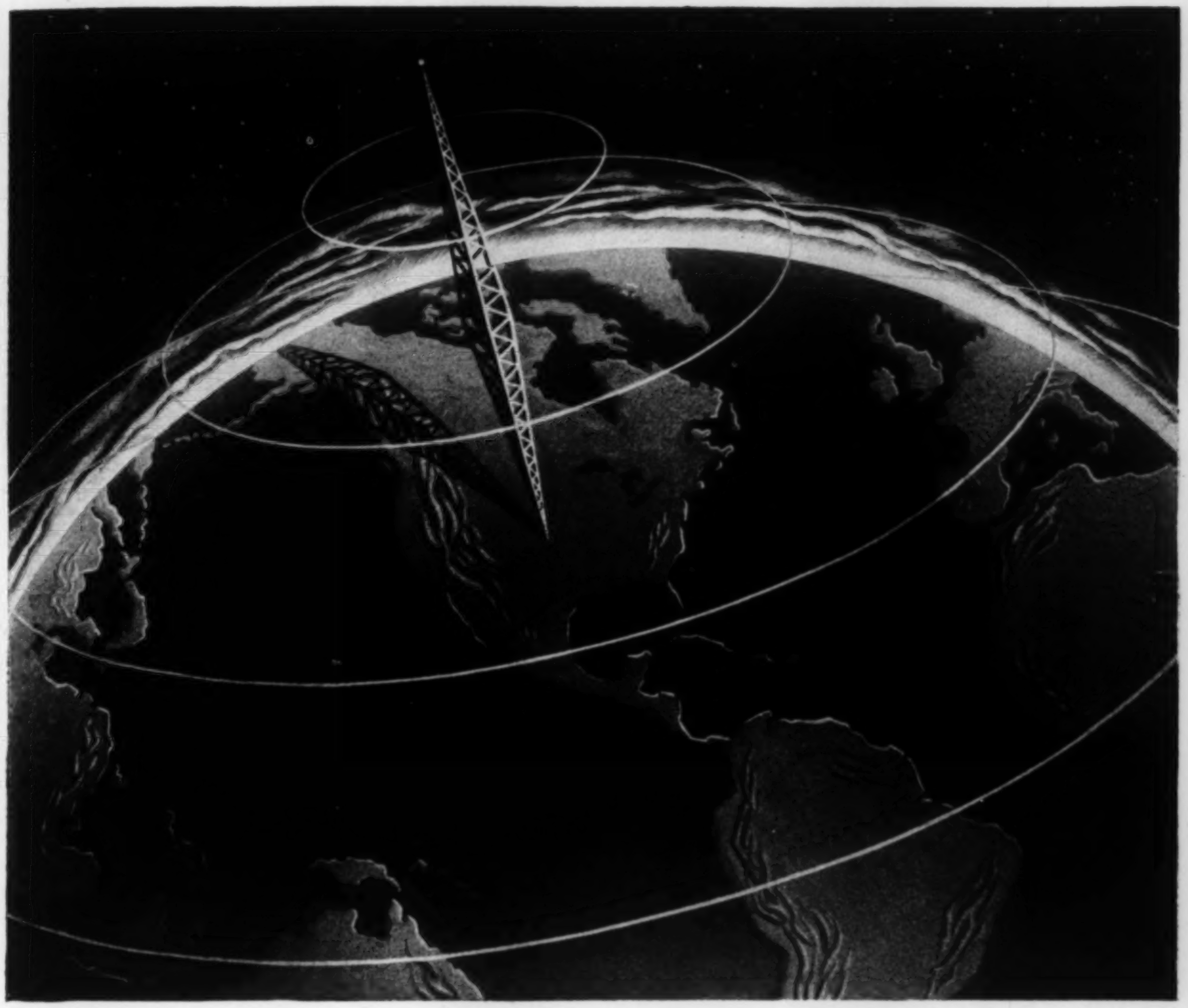
Production Booster

REPORTS credit current music programs for war workers KMOX, St. Louis, with stepping u production 15%. Broadcast daily 3:45 p.m. and 12:40 a.m., the series featuring music by the Jeffers Barracks 147-piece band, is pr sented through cooperation with th Army Air Forces Technical Trai ing Command. Local war plan feed the programs over public a dress systems.

E
~~IN~~TERNAL
REVENUE
TAX
$

"LAST YEAR US NORTH DAKOTA FOLKS PAID 398.1% MORE INCOME TAX THAN IN 1941—BIGGEST INCREASE IN THE NATION! BETTER ASK WDAY WHAT THAT MEANS IN BUYING POWER—AND HOW TO GIT YER SHARE!"

WDAY
FARGO, N. D.
5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES



now that nations are neighbors

RADIO has made neighbors of all the nations on earth. China and Chile, Brazil and Burma, Portugal and Peru now share the same doorsteps and backyards. And when all the nations become *good* neighbors, radio will have helped with that miracle, too.

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world's warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word "global" really means... from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

This phase of the network's public service helps explain why Mutual has been able to weld the people of all the states into a compact assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say.

Miller McClintock

THE MUTUAL BROADCASTING SYSTEM

WBAL
WBAL
TOMMY DORSEY
FANNY BRICE
GALEN FROMME
DINAH S

XUM

Promotion is building
and more listeners
r your programs

MARGARET SPEAKS

GINNY SIMMS

BOB BURNS

RALPH EDWARDS

HAROLD PEARY

OMMY RIGGS

RED SKELTON

AY JOSTYN

ALEXANDER GIFFORD

JACK BENNY

BOB HOPE

BING CROSBY

HARRIET HILLIARD

LUCILLE MANNERS

FIBBER McGEE & MOLLY

ELOISE KUMMER

S CARLON

ABBOTT AND COSTELLO

BAILEY GOSS

RUDY VALLEE

JIMMY McCLAIN

NNY

WBAL

50,000 WATTS
BALTIMORE

ONE OF AMERICA'S
GREAT RADIO STATIONS

Nationally represented by Edward Petry & Co., Inc.

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HENRY S. LIEBSCHUTZ, Art Director
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Calling the Tune

LEGISLATION is in the works to subsidize small newspapers on a rather grandiose scale as a means of offsetting war losses. This would be accomplished through Treasury purchase of display advertising to the tune of some $25,000,000 to $30,000,000 at the outset. Senators Bankhead (D-Ala.) and Willis (R-Ind.), the latter publisher of a small town newspaper, are collaborating on such a measure.

In the recent past, there has been talk of Government help for broadcast stations unable to stand the gaff, though this has not proceeded beyond the conversation stage. Senator Bankhead said last week he was studying broadening of the proposed bill to cover radio advertising.

The whole philosophy of subsidy for newspapers or stations, whatever the cause or by whatever name it may be called, is repugnant to Democratic ideals and principles. Private initiative and free competition would go out the window. The Government would then be paying the fiddler and calling the tune. Favor inevitably would be showered upon those willing to play ball with the politicians.

Radio, to be sure, has it's problems born of the war. Conditions generally, however, aren't as serious as some highly placed officials in Washington indicate. There are stations in the red now and were there long before Pearl Harbor. Others may have been on the verge of making money at the war's outbreak, and have lost ground. But only a handful, as far as we can ascertain, have dropped from several years' history of earnings to net losses.

Irrespective of all that we think it will be a tragic day when Uncle Sam steps in to subsidize these media to "channel information to the people", as Senator Willis puts it. The independence of press and radio would be sacrificed. It is the function of these media to disseminate Government information as long as it constitutes news. Time and talent donated by radio for war messages total almost $90,000,000, according to OWI Director Elmer Davis. Newspapers have published millions of columns, without compensation and as their recognized obligation.

Proponents of the subsidy plan evidently want it confined to small publications which have been hardest hit. But where would the line be drawn? Politicians promptly would get busy on behalf of their own constituent newspapers (and stations) for a cut in the advertising melon. Inevitably it would spread from war bond promotion to other Government fields for which time and space now is donated. And, with the Government paying the freight, the end result might well be complete domination and then acquisition.

The answer is in less quantity and higher quality of Government news and information releases. And, in the case of radio, greater opportunity should be allowed for sponsorship locally and nationally of such processed war effort programs. This is being done in the case of newspapers.

While radio wants no Government subsidy, it nevertheless doesn't relish discrimination. Aside from the fact that newspapers are permitted to sell local advertisers on Government campaigns, whereas radio generally is not, the House the other day received a favorable report on a bill to relieve small newspapers which voluntarily suspended publication, from payment of second-class application fees upon resumption of publication. That means they retain their privileged status with regard to legal notice advertising, and are not required to start from scratch.

In the case of broadcast stations, the FCC has refused to permit stations to suspend and retain their licenses (comparable in many respects to the second-class privilege). A station which is unable to survive, therefore, must close shop altogether and take its chances on getting a new license after the war.

The Postoffice Dept. recommended passage of the second class provision for newspapers suspending publication and cited that it was "in accord with the program of the President". We feel that similar legislation for relief of broadcast stations forced to suspend likewise would win Congressional favor.

Radio's Mr. Brown

HIGH TRIBUTE has been paid radio with the selection by Economic Stabilization Director Byrnes of Walter J. Brown, general manager of WSPA and WORD, Spartanburg, S. C., as one of his four assistants. Mr. Byrnes is regarded in Washington as the "Assistant President", whose duties cover virtually the entire wartime economic front.

Mr. Brown was selected for this important assignment, presumably for the duration, because of the high esteem in which the erstwhile Senator and Supreme Court Justice held him. For a decade he knew him as a Washington correspondent for a string of importa Southern metropolitan dailies; for the l three years as the highly successful manag of the two stations in his home town of Spa tanburg.

Walter Brown started from scratch in ra in 1940. He learned something of the medi while serving as BROADCASTING's Congressio correspondent. He saw in it opportunities f a new kind of journalism, and put his ide to work in Spartanburg.

There's an uncharted course ahead f Mr. Brynes in his post in the White Ho Executive Offices. Wherever it may lead, h has at his elbow a man familiar with bro casting in all its aspects as a practical stati operator in a typically American communi

BOOK SHEL

THOMAS A. WILLIAMS, broadcasting CBS from WLAC, Nashville, as *The Old D Dobber*, has written a book titled *The Old D Dobber's Garden Book* (Robert M. McBride Co., New York, $2.75). The book is based experiences with his own 8½-acre tract a data gathered in travels all over the country.

For nearly nine years Mr. Williams has be broadcasting on garden subjects. The book written in the informal style of his broadca and covers subjects close to the hearts amateur gardeners.

Who's Essential

RADIO IS "essential", we hear from all qua ters, but the calling of essential men appea to continue without abatement. Coincident wi the statement last week by Manpower Ch McNutt that no distinction is being made b tween stations in the same area as to their e sentiality, a report was received that the ch engineers of three stations in a four-stati city had been drafted.

There are constantly recurring reports t that local boards, being autonomous, in so areas have concluded that all stations are n necessary and that deferments should not b approved for all station employes on an equ basis. Such determinations, Mr. McNutt sta last week in answer to FCC Chairman Fly, a not authorized by Selective Service headqua ters, and draft boards have been advised th no distinction shall be drawn between pa ticular stations.

The best that can be made out of the cu rent situation is that while draft boards ma recognize radio as essential, many of them d not consider all stations in an area nec sary. On the other hand OWI and WPB, i their respective spheres, hold that all statio are necessary in the war effort, and th every possible means should be exerted to m tain them at peak operation.

Obviously, if a chief engineer is not a nece sary employe, then no station man can be classified. Mr. Fly may believe that the indu try is not expecting deferments for such k men, but it is clear that stations can't opera without engineers.

It would seem that Mr. McNutt has han the FCC chairman a lot of words, which ad up mean, "when your men are taken, plea don't feel that we are taking them because y are less essential than the other fellow."

Any radio man who cares to cheer about th is free to do it. Can't more positive steps b taken?

We Pay Our Respects To —

HOWARD LEONARD CHERNOFF

LAST SUMMER the Future Farmers of America made Howard Leonard Chernoff an Honorary State Farmer. That n't the most important thing that ould be said of Howard Chernoff ut it is highly significant. For Howard's success as managing director of the West Virginia Network has grown with his recognition that a local station's worth and prestige are in direct ratio to s service to the home community.

When West Virginia University went to New York's Madison Square Garden to win the national basketball championship a couple ears ago the mikes of the WVN were there. And when the price of milk was raised in Charleston and he consumers and dairymen had it ut, the issue sizzled in the studios f WCHS with a Charleston minster as moderator.

Howard's theory is that a station actually wins friends and influences people (and the phrase is ot a gag) by wringing the last drop out of local events and affairs.

If Mr. and Mrs. Zabosky or Mr. and Mrs. Atwater have a 50th wedding anniversary—do a remote from their living room surrounded with friends. If the miners go n strike in the southern part of the state, send a newsman into the fields to interview the strikers and their families and air their sentiments by direct wire.

In all these things he is supported enthusiastically by his boss, John A. Kennedy, president of the network, now on active duty as a commander in the Navy, who himself grew up in the traditions of so-called small-town newspapering. Com. Kennedy spotted Howard for radio in 1938, two years after he had become advertising manager of three Kennedy newspapers with headquarters at Clarksburg. The first radio step was the managership of WCHS, Charleston, key station of the four-outlet network. WCHS then was operating on 1,000 watts day and 500 night and Howard found that it needed considerable promotion not to mention business.

Twelve and 14 hours daily corrected these handicaps. It was hard work but audience surveys took an upturn and business went right along. Power was upped to 5,000 watts night and day and in 1940 Howard was made managing director of the other stations—in Huntington, Clarksburg and Parkersburg.

Today he is filling the chair vacated for the duration by Mr. Kennedy who is serving as a commander, Naval Reserve.

Mr. Kennedy and Howard Chernoff met in West Virginia when the former left a career as a Washington (D.C.) newspaper correspondent and Howard came eastward from several years of newspapering in Ohio to work for Mr. Kennedy's papers.

Howard was born in Cleveland in December, 1907. He remains a fast friend of one of his grade school pals, Vick Knight, producer. He attended the University of Cincinnati and for eight years after completion of his studies covered the usual newspaper gamut —reporter to solicitor.

Slow to speak, thoughtful and quiet, Howard is a business portrait in self-control and solid judgment. Down around Charleston they tell you that many a man in lines of business far removed from broadcasting come to Howard Chernoff for counsel. When he left Clarksburg for Charleston the Clarksburg merchants signed a petition urging him to remain in their community.

A quiet demeanor does not imply that he is ultraconservative. He was the first station manager in the country to hire girl engineers —as early as mid-year 1941.

The reward for knowing one's business and then practicing that gospel is best illustrated in Howard's case by the recent honor to WCHS of the Peabody Award for *The Home Front*, a program in which listeners have the opportunity to ask a panel of local authorities all sorts of questions on the war effort. WCHS's award came "for outstanding public service by a regional station".

It was a fitting reward, too, for a man who operates on the premise that "our news services and the network protect us on all the national stuff but the best way to operate a radio station is to make the community feel it's their station."

Howard has a hobby. Despite wrestling with the problems of four stations, he likes to listen to the radio! Magic is a strong second choice and as a member of the International Brotherhood of Magicians he probably could make a comfortable living. His professional performances are punctuated by amazing shows put on for the delight of NAB District No. 4 meetings.

(Two of the fellows he takes greatest pleasure in fooling are Neville Miller and J. Harold Ryan. They're easy, he says.)

Howard is married to a young lady who once applied for a job on one of his papers and who now is educational director of WCHS. Melva Graham Chernoff's particular activity is the CBS *School of the Americas* which feeds into 1260 West Virginia schoolrooms.

Personal NOTES

VICTOR SHOLIS, director of Clear Channel Broadcasting Service, who was inducted as a private Jan. 1, has been promoted to corporal. He is stationed at Camp Crowder, Mo., Signal Corps base, and received his promotion after attending a special training course in intelligence attended by both commissioned officers and enlisted men. He attained the highest grade in the class.

MURRAY B. GRABHORN, national spot sales manager of BLUE, is the grandfather of a baby boy. Child was born to Mr. Grabhorn's daughter Mary, wife of Lt. Robert J. Stewart.

JOSE JAEN y JAEN, owner of HOK, Colon, and HOC, Panama City, is in the United States on a six-week business trip. HOK now broadcasts in English daily from 8:1-11 p.m.

BARRY FARIS, editor-in-chief of INS, was guest speaker at the weekly luncheon of the Advertising Club of New York, last Wednesday. His subject was "War in the Pacific".

EVERETT ROSENTHAL, former sales manager of Rockhill Radio Inc., New York, has been named recording manager. New sales manager has not been announced.

LEONARD KEPNER, vice-president and general manager of WCAE, Pittsburgh, is back at his desk after an illness.

EARL MAY, President of KMA, Shenandoah, Ia., reported on what the Army could do to help the farmer through the medium of radio and newspapers last week before a session of the Public Service Division, Seventh Service Command in Omaha.

EVERETT ROSENTHAL, sales manager of Rockhill Radio Inc., New York, has been made recording manager.

KENNETH C. McCARTHY, former general manager of Harper District Warehouse Co., Los Angeles, has joined KFAC, that city, as auditor. He replaces Gordon W. Conklin, now in the armed services.

MARY JANE PORTER, sales traffic manager of KPO, San Francisco, and Maj. Keith Gillis Birlem, Army Air Forces, were married in Watsonville, Cal., recently.

MILTON SEROPAN, account executive of KPO, San Francisco, recently was sworn into the United States Merchant Marine.

VIC CASSIDY, publisher of the *Downieville Mountain Messenger* at Downieville, Cal., has joined KQW, San Francisco, as account executive.

ERNEST DAVIES, in charge of North American Intelligence in the London BBC Research Division, left BBC's New York office last week on an extended tour of the United States. Mr. Davies, who is in this country to make a study of American radio, will visit stations carrying BBC programs.

DON STALEY, local sales representative of KPO, San Francisco, has been given a commission in the Navy.

A. J. MOSBY, general manager of KGVO, Missoula, Mont., has been appointed membership chairman for the State by the NAB.

JERRY CROLLARD, account executive of KIRO, Seattle, has been appointed executive vice-president of the Seattle Junior Chamber of Commerce.

ARNOLD CARLSEN, sales director of the Chicago division of Packard Motor Co., has joined the sales staff of MBS, Chicago.

ART McCOY, salesman of Free & Peters, Chicago, is the father of a girl.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, recently appointed to the Connecticut War Council by Gov. Raymond E. Baldwin, has been named to the communications committee of the Council, representing Connecticut radio stations.

WAYNE H. JONES, salesman with WGKV, Charleston, W. Va., before joining the Navy, is a Yeoman 3d class and is now training at Orange, Tex.

C. ALDEN BAKER, former assistant sales manager of WCCO, Minneapolis, has joined KDAL, Duluth, as program director. Before coming to WCCO, Mr. Baker was national sales director of WKBN, Youngstown, O. Gilbert Fawcett has been made traffic manager, and June Lange is handling promotion and publicity.

WBBM Changes

RECENT STAFF changes at WBBM, Chicago, are: Shelton R. Houx, formerly account executive of McCann-Erickson, Minneapolis, added as salesman; Les Mitchell, formerly in charge of sustaining programs, appointed an assistant program director, position formerly held by Stuart Dawson, now radio director of Young & Rubicam, Chicago. O. J. Neuwerth, formerly staff producer, becomes production manager, a newly-created position; Chuck Logan, in addition to his present duties as head of the special events department, is handling production assignments.

Always Popular Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

BEHIND the MIKE

PVT. MARION MOORE, a former announcer for Sammy Kaye and featured on *Moon River* at WLW, Cincinnati, is stationed at George Field, near Vincennes, Ind., and is writing and directing a show appearing weekly on WAOV, Vincennes, Wednesday night at 7:30. Titled *Aero-Baseball*, the program pits two teams against each other in answering questions put by Pvt. Moore, as m.c.

JOHN K. CHAPEL, news commentator of KROW, Oakland, left March 27 on a good will lecture tour throughout Mexico and Southern California.

PAUL C. LYNDE Jr., program director of KFXM, San Bernardino, Cal., has reported to Flight C, Santa Ana, Cal., for flight training. Alan Mann has been promoted from chief announcer to program director. Shirley Irvine, announcer and writer, from the script department of KNX, Hollywood, and James Gentry, former announcer of WKRO, Cairo, Ill., have joined the staff.

HOWARD FENTON, former CBS announcer recently honorably discharged from the Army, has joined WNEW, New York, as announcer.

BOB LEWIS, former announcer of WTRY, Troy, recently honorably discharged from the Army, joined WNEW, New York, last week as an announcer.

JACK GALE, former West Coast radio manager of National Concert & Artists Corp., talent service, has joined 20th Century-Fox Film Corp., Los Angeles, as radio director in its new special services division.

CECELIA K. LIPSCHUTZ, former radio director for the Philadelphia *Evening Public Ledger* and author of radio scripts for network shows, has been commissioned a 3d officer in the WAACs at Fort Des Moines, Ia., where she is connected with the public relations office.

INTERVIEWED over WWPG, Palm Beach, by Joe Ford, special events announcer, are Col. Joaquin S. Rios and Capt. Miguel R. Navarette of the Mexican Army just before their return to Mexico City on completion of their radio training at Camp Murphy, Fla.

NORMA NELLIS, program editor of KIRO, Seattle, and Ted Baughm, announcer who was recently commissioned an ensign in the USNR, were married recently, and Helen Thymian, staff member, was married to Lt. Thomas D. Wells, USNR.

STELLA ROTH, staff writer of WOR, New York, has been appointed staff assistant for Red Cross Club Overseas, and leaves April 23 for three weeks training in Washington. Eric Norman has joined the announcing staff, coming from WTAX, Springfield, Ill. Nat Abramson, manager of the entertainment department, has been appointed chairman of the radio activities committee of USO Camp Shows Inc. to supervise the production of shows on a voluntary basis. Ray Nelson, former eastern production manager for NBC, has been appointed director of daytime programs for WOR.

ROBERT C. COLESON, director of West Coast offices of Radio Bureau, Public Relations, War Dept., is acting as technical advisor on the Universal film, "We've Never Been Licked" for the NBC *Army Hour* sequences.

PAUL GRIBBEN, formerly of KWFT, Wichita Falls, has joined the news and announcing staff of KTAR, Phoenix.

Tom Jones

TOM JONES, writer, producer announcer, formerly of KYA, Francisco, died in the San cisco Hospital following an ill of more than a year. He had with KYA nearly five years before that at KHJ, Los Ang

LADY VINE, a singer with known dance orchestras, has joined announcing staff of KOB, Albuq que.

AILEEN ROUSSEAU has CKBI, Prince Albert, Sask., as first full-time girl announcer. She also help out in the control room. Mitchell is another newcomer.

FRIEDA FLINT, formerly of WO West Yarmouth, Mass., has CKGB, Timmins, Ont., as traffic ager. She replaces Jo Anne Cioch who has taken a wartime post with construction company in Edmonton.

ROBERT STARK, in guest relat department of NBC Hollywood, been made a junior announcer. succeeds John Lally, now an nouncer of KGW, Portland.

ALBERT LIPTON, actor heard CBS and NBC programs, and Cli Forbes former announcer of WR Boston, have joined the announ staff of WBYN, Brooklyn.

TED BLISS, producer of CBS, Ho wood, has been assigned to the w *Dr. Christian*, sponsored by Ch brough Mfg. Co. He replaces J Cannon who resigned as McCa Ericson producer of the show to her husband in Washington, D. C.

DALE TYLER, commentator, joined KMTR, Hollywood, as head its news service department.

HARRY BUGE has left the annou ing staff of BLUE Chicago to WGN, Chicago.

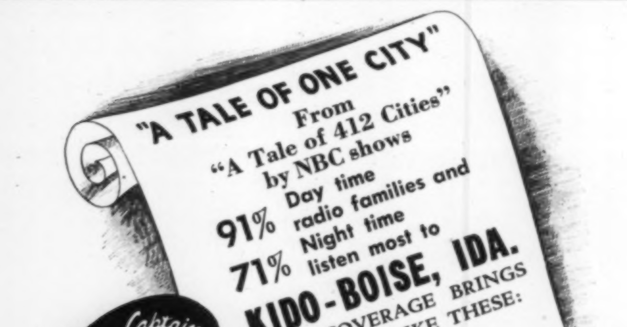
JACK TODD has joined KS Salina, Kan., as announcer, after ceiving a medical discharge from Navy. Mr. Todd, who saw servic the Aircraft Carrier *Lexington*, is related to Jack Todd of KA Wichita.

BOB SABIN, news editor of WI Chicago, has joined WENR, Chic and has been replaced by Bruce M Donald, WIND announcer-comme tor. Ted Williams has resigned Turf commentator to resume as licity head of his former race affiliation. He is replaced by Wilson, newcomer to WIND.

HAL MOON, who had been statio at Norfolk, Va., has received an hon able discharge from the Seebeas returned to KGVO, Missoula, Mo to resume his post as news editor.

WILLIAM J. BROWN, announcer WLW-WSAI, Cincinnati, has appointed night supervisor of the dios, with general responsibility handling night programming and dling emergencies of any nature.

TINY RUFFNER, who m.c.'s a tion of *Gloom Dodgers* on WHN, York, is the father of a baby girl.



"A TALE OF ONE CITY"
From
"A Tale of 412 Cities"
by NBC shows
91% Day time radio families and
71% Night time listen most to
KIDO-BOISE, IDA.
THIS COVERAGE BRINGS RESULTS LIKE THESE:
1440 dimes & tops for flower seeds. 7 programs
1003 women enrolled in sewing school. 15 announcements
2338 orders for income tax-books
ASK A JOHN BLAIR MAN

KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK
5000 WATTS FULL TIME
630 KILOCYCLES
Represented by WEED & CO.

DAVE ELTON, producer of NBC, Hollywood, has resigned to join Young & Rubicam, that city, April 16. As agency producer of the weekly NBC *Time to Smile*, he will replace Stanley Josoloff, who joins the Office of War Information, San Francisco.

PAUL LANGFORD, former special events director of KPAS, Pasadena, Cal., is now a 2d lieutenant in the Army Air Forces.

PETE SMYTHE, former orchestra leader, and more recently connected with the Ball and Davidson Advertising Agency, has been made program director of KLZ, Denver.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, is the father of a baby girl.

PVT. BILL THEIMAN, continuity chief of WCAE, Pittsburgh, before joining the Army, is stationed at Camp Swift, Tex. and Pvt. Warren Girard of the announcing staff is taking basic training at Cochran, Tex.

MARTIN WELDON, program director of WKNY, Kingston, N. Y., on April 4 married Shirley Preis, of New York City. Mrs. Weldon is a musician, specializing in accompanying classical and novelty singers.

WINSTON BLAKE, announcer from WDEV, Wagerbury, Vt., has joined WWSR, Vt. Mal Weaver has left to join WBRK, Pittsfield, Mass.

DON F. DAVIS has returned to the announcing staff of KLS, Oakland, after a leave of absence.

BOB PAGE, announcer at KGGF, Coffeyville, Kan., before joining the Marines, has been made a sergeant. He is a radio operator. Warren Mowder from KFBI, Wichita, and Margaret Jean Mills, new to radio, have joined the continuity staff.

DEANE S. LONG, program director of WAKR, Akron, O., has left to join KXEL, Waterloo, Ia., as announcer.

VAN WOODWARD, who has been continuity editor of WLW-WSAI, Cincinnati, has been appointed assistant to the program editor. His duties will be principally building and writing special type shows, though he will also be available for help on other shows, and the assignment does not change the status of Howard Chamberlain, who continues as assistant program director of WLW. Leighton Mitchell, writer, becomes continuity acceptance editor, responsible for checking all WLW-WSAI copy and is in charge of all administrative detail in the continuity department.

HARRIET LLOYD, formerly of the WOL, Washington, Service Department, has joined the office staff of Fulton Lewis jr., Mutual commentator.

CHARLES WOLFE, from the radio department of Young & Rubicam, New York, has been made continuity editor of WSRR, Stamford, Conn.

McCain Promoted

EARL C. McCAIN, former assistant KLZ news editor, has been made news editor, succeeding Fred D. Fleming, deceased. Mr. McCain has had nearly 25 years experience in newspaper and radio news.

JACK LAWRENCE, announcer of WEEI, Boston, is in training as a radio technician in the Army Air Forces, but is continuing at WEEI on a part-time basis. He married Josephine Goodsby April 3. Sherman Feller, WEEI announcer, entered the Army at Fort Devans April 1.

JACK WENDOVER, music director of KCMO, Kansas City who resigned to serve in the Navy, has returned after being given an honorable discharge for medical reasons. Leigh Havens who took a post in the music dept. has shifted to the program dept.

JESS OPPENHEIM, formerly Hollywood gag writer now in the Coast Guard, has transferred his base from Wilmington, Cal., to OWI headquarters in Hollywood and is writing and directing three shows weekly for OWI, the WAVES and SPARS. Charles Isaacs is assistant on scripts.

JOSE RODRIGUEZ, chief news editor of KFI-KECA, Los Angeles, and producer of the *Classic Hour* on KFI, has been signed by Walt Disney Studios to do story ideas for war effort films.

WILLIAM A. BACHER, producer of Sherman & Marquette on the *CBS Monty Woolley—Al Jolson Show*, in addition will be assistant producer of the Warner Bros. film, "Battle Cry".

ED MURPHY, announcer of WROK, Rockford, Ill., has been accepted for Army OCS and will report to Ft. Benning, Ga. He left for Ft. Sheridan, Ill., on April 2. Pvt. Robert Venables, in charge of the radio department of the public relations office at Camp Grant, Ill., is handling seven programs a week on WROK. He was an announcer at WGN, Chicago, before joining the Army. Janet Carlson, senior high school student, is taking station breaks and operating studio controls in the afternoons. Robert Cadwell, new to radio, works days in a Rockford warplant and takes a parttime announcing shift at night.

BERT JULIAN, former manager of WJWC, Hammond, Ind., has been appointed program director of WIBC, Indianapolis, replacing Jon Arthur, who has taken over the news department.

EDWARD JAEGER, has left the announcing staff of KBIZ in Ottumwa, Ia., to join WCLO, Janesville, Wis. where he will serve as announcer-writer.

ROGER FORSTER, announcer of WNEW, New York, is the father of a baby girl.

WBZ

Boston's most powerful station

50,000 WATTS

WESTINGHOUSE RADIO STATIONS

It's still growing, George!

You helped to start this city of Washington, George. When you were here, it wasn't much as far as people and power were concerned. You know, George, we have 1,242,000 people in and about this town now. They have more money per family than any other city in the nation. They have an effective buying income of $1,509,211,000! That's more money than the whole nation had in your time, George.

It's more than that, though. These million and a quarter Washingtonians control the destiny of this whole nation of ours. Why George, they're spending over TWO BILLION DOLLARS A WEEK just to insure democracy. TWO BILLION dollars a week for guns, goods, and groceries!

But Washington is like that, George, and

WRC *is first in Washington*

REPRESENTED NATIONALLY BY N. B. C. SPOT SALES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WISH, Indianapolis

American Chicle Co., Long Island City (Dentyne), 18 *ta* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

E. J. Brach & Sons, Chicago (candy bars), 6 *ta* weekly, thru Sherman K. Ellis & Co., Chicago.

Paul F. Beich Co., Bloomington, Ill. (candy bars), 4 *ta* weekly, thru Arthur Meyerhoff & Co., Chicago.

Beechnut Packing Co., Canajoharie, N. Y. (gum), 2 *ta* weekly, thru Newell-Emmett Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 12 *ta* weekly, thru Wm. Esty & Co., N. Y.

Garrett & Co., Brooklyn (Virginia Dare wine), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

General Motors Corp., Detroit, 1 *t*, thru Campbell-Ewald Co., Detroit.

Larus & Bros. Co., Richmond (Edgeworth), 9 *sa* weekly, thru Warwick & Legler, N. Y.

Lambert Pharmacal Co., St. Louis (vitamins), 7 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

P. Lorillard Co., New York (Old Gold), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Raladam Co., Detroit (Marmola), 3 *ta* weekly, thru Spot Broadcasting, N. Y.

Nehi Corp., Augusta, Ga. (Royal Crown cola), 7 *ta* weekly, thru BBDO, N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 6 *sp* weekly, thru Goodkind, Joice & Morgan, Chicago.

WTCN, Minneapolis

Campbell Foods, Des Moines (Calcipan), 3 *sa* weekly, thru Menough Adv. Agency, Des Moines.

Land-O-Nod Co., Minneapolis (bedding), 6 *ne* weekly, thru MacKenzie Inc., Minneapolis.

Piso Co., Warren, Pa. (proprietary), 6 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Sturdiwheat Co., Minneapolis, 3 *sp* weekly, thru Erwin, Wasey & Co., Minneapolis.

Walgreen Co., Chicago (drugs), 42 *ne* weekly, thru Schwimmer & Scott, Chicago.

Washington State Apple Com., Seattle, 3 *ne* weekly, thru J. Walter Thompson Co.

WCAO, Baltimore

Wm. H. Wise & Co., New York (books), 5 *t* weekly, thru Huber Hoge & Sons, N. Y.

Doubleday-Doran & Co., New York (Book League of America), 5 *t* weekly, thru Huber Hoge & Sons, N. Y.

General Baking Co., Philadelphia (Bond bread), 8 *sa* weekly, thru Ivey & Ellington, Phila.

Procter & Gamble Co., Cincinnati (Ivory Flakes), weekly *ta*, thru Compton Adv., N. Y.

Lever Bros. Co., Cambridge, Mass (Rinso), 8 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

American Oil Co., Baltimore (fuel oil), 8 *sa* weekly, thru Joseph Katz Co., Baltimore.

KXEL, Waterloo, Ia.

Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 120 *ta*, thru Duane Jones Co., N. Y.

Continental Baking Co., New York (Wonder bread), 13 *ta* weekly, thru Ted Bates Inc., N. Y.

P. Lorillard Co., New York (Friends tobacco), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.

Walker Remedy Co., Waterloo, Ia. (proprietary), 5 *sa* weekly, thru Weston-Barnett, Waterloo.

Lewis-Howe Co., St. Louis (N-R, Tums), 6 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Minneapolis Brewing Co., Minneapolis, 208 *sa*, thru BBDO, Minneapolis.

Service Life Insurance Co., Waterloo, Ia., 312 *sp*, direct.

WSBT, South Bend, Ind.

Gordon Baking Co., Chicago (Silvercup bread), 23 *sa* weekly, thru C. L. Miller Co., N. Y.

United Drug Co., Boston (Rexall), 14 *sa* weekly, thru Spot Broadcasting, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, Super Suds), 18 *sa* weekly, thru Ted Bates, Inc., N. Y.

Pillsbury Flour Mills Co., Minneapolis (pancake flour), 5 *sa* weekly, thru McCann-Erickson, Minneapolis.

Standard Oil Co. (Ind.), Chicago (tractor oil), 5 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.

KVEC, San Luis Obispo, Cal.

Hebrew Evangelization Society, Los Angeles, 6 *t* weekly, 52 weeks, thru Tom Westwood Adv., Los Angeles.

Gospel Broadcasting Assn., Los Angeles, *t* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.

Church of Christ, Glendale, Cal., *t* weekly, thru Dean Simmons Adv., Hollywood.

Movie Cosmetic Co., Hollywood, 3 *ta* weekly, 13 weeks, thru Lou Sterling & Associates, North Hollywood.

Proof of Birth Co., Hollywood (birth records), 3 *sa* weekly, thru Dean Simmons Adv., Hollywood.

KPAS, Pasadena

Baltimore Gospel Tabernacle, Baltimore, *t* weekly, 12 weeks, thru Fred Wellman Co., Chicago.

Sunny Sally Vegetable Growers, Vernon, Cal., 5 *sp* weekly, thru T. Tyler Smith Adv., Hollywood.

Tryco Co., Hollywood (foot ointment), 5 *sp* weekly, 4 weeks, thru T. Tyler Smith, Hollywood.

Parr Vitamin Co., Chicago, 5 *sp* weekly, thru United Adv. Cos., Chicago.

KECA, Los Angeles

F. H. Funder Inc., Minneapolis (proprietary), *t* weekly, 13 weeks, thru Sorenson & Co., Chicago.

KROW, Oakland, Cal.

Bekins Van & Storage Co., Los Angeles, 5 *sa* weekly, 52 weeks, thru Brooks Adv., Los Angeles.

WJZ, New York

Resinol Chemical Co., Baltimore (soap, ointment), 3 *sa* weekly, 13 weeks, thru Courtland D. Ferguson Inc., Baltimore.

WOR, New York

I. J. Fox, New York (fur storage), 20 weekly, 6 weeks, direct.

WBT, Charlotte

Tennessee Coal, Iron & Railroad Co., Birmingham, 3 *sp* weekly, thru BBDO, N. Y.

Streitmann Biscuit Co., Cincinnati, 2 *t* weekly, thru Harry M. Miller Co., Cincinnati.

Carolina Baking Co., Charlotte, 21 *sa* weekly, thru Freitag Adv. Agency, Atlanta.

Griffin Mfg. Co., Brooklyn, 21 *sa* weekly, thru Birmingham, Castleman & Pierce, N. Y.

Gerber Products Co., Fremont, Mich. (baby food), 1 *sp*, Federal Adv. Agency, N. Y.

Dr. Salsbury's Labs., Des Moines, 2 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.

Comet Rice Co., Beaumont, Tex., 1 *sp* weekly, thru Leche & Leche, Dallas.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

KFBK, Sacramento

Acme Brewing Co., San Francisco, 2 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.

Johnson & Johnson, New Brunswick (Band-Aid), 6 *ta* weekly, thru Young & Rubicam, N. Y.

Larus & Bros. Co., Richmond (tobacco), 4 *ta* weekly, thru Warwick & Legler, N. Y.

Pet Milk Co., St. Louis, 2 *t* weekly, thru Gardner Adv. Co., St. Louis.

Leslie Salt Co., San Francisco, 7 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

KNX, Hollywood

Sears Roebuck & Co., Los Angeles, 5 *sp* weekly, 52 weeks, thru Mayers Co., Los Angeles.

B.C. Remedy Co., Durham, N. C., 5 *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.

O'Keefe & Merritt Co., Los Angeles (institutional), *sa* weekly, 52 weeks, thru Richard B. Atchison Adv., Los Angeles.

WJZ, New York

B. Altman Co., New York (moderate-priced dresses), weekly *sa*, thru Kelly-Nason Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 *t* weekly, thru Ted Bates, N. Y.

KFI, Los Angeles

American Chicle Co., Long Island City, N. Y. (gum), 42 *sa* weekly, 39 weeks, thru Badger, Browning & Hersey, N. Y.

Langendorf United Bakeries, San Francisco (bread), 8 *sa*, 2 days, thru Ruthrauff & Ryan, San Francisco.

RADIO SALES STAF
EXPANDED BY C

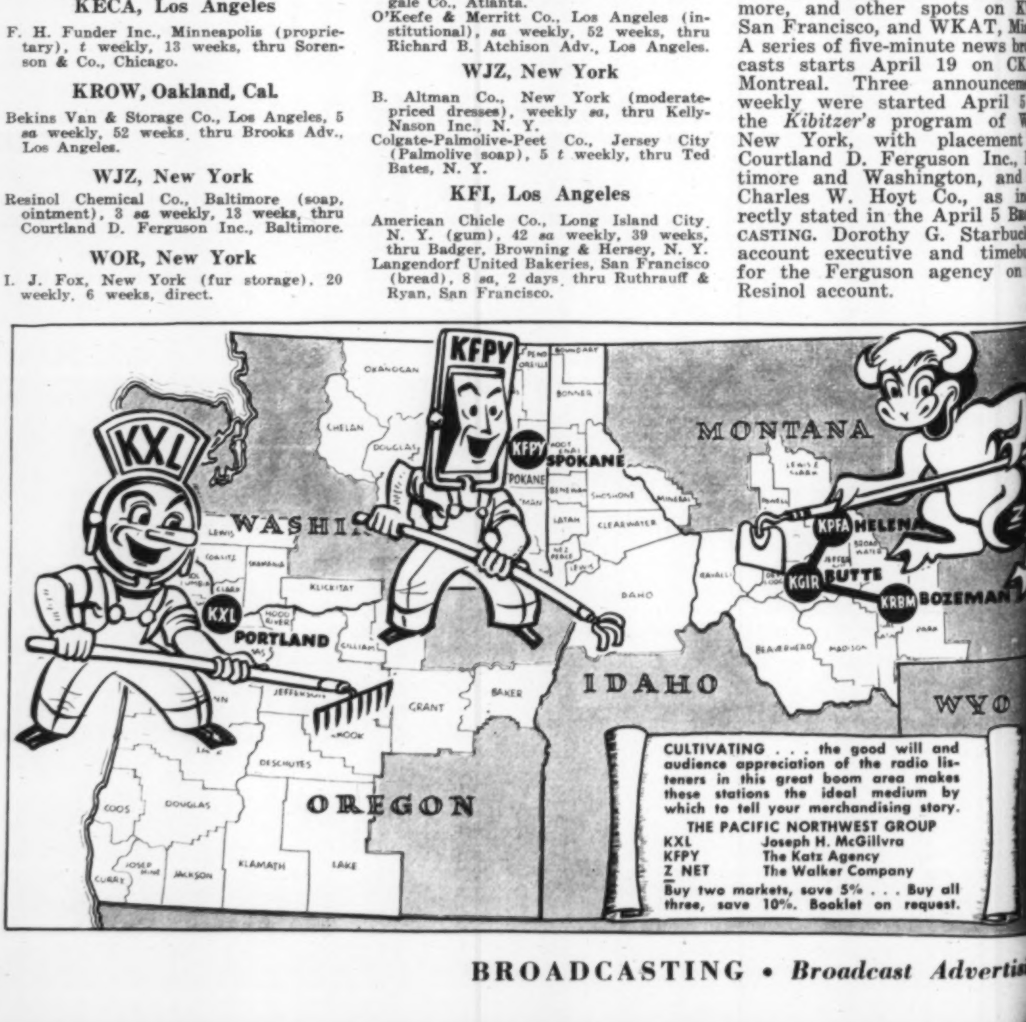
EXPANSION of the sales and motion departments of CBS' R Sales division was announced week by Howard S. Meighan, e ern sales manager of radio s who named George Dunham as account executive in the sales partment, William S. Rayburn promotion manager, George teyo as supervisor of researc the promotion department, Joyce Farnham as copy assis

Mr. Dunham, who joined CBS 1937 as director of sales pr tion at WEEI, the system's B ton outlet, has been supervisor promotion for CBS-owned stat since December 1940. Previou he was an assistant sales man at the Boston Woven Hose & R ber Co.

A copywriter in the CBS s promotion department since 1 Mr. Rayburn has been editor o Westchester county weekly an copywriter of Lennen & Mitch New York. George Mateyo, p viously head of research for W New York, and prior to that an structor in marketing and adv tising at New York U., has b assistant to the CBS director research since he joined the n work in 1940. Miss Farnham h been a secretary in radio s since April 1942.

More Resinol Spots

RESINOL CHEMICAL Co., B timore, has started seven sta breaks weekly on WCAO, Ba more, and other spots on KY San Francisco, and WKAT, Mia A series of five-minute news bro casts starts April 19 on CKA Montreal. Three announceme weekly were started April 5 the *Kibitzer's* program of WJ New York, with placement Courtland D. Ferguson Inc., B timore and Washington, and n Charles W. Hoyt Co., as inc rectly stated in the April 5 Broa CASTING. Dorothy G. Starbuck account executive and timebu for the Ferguson agency on t Resinol account.



CULTIVATING . . . the good will and audience appreciation of the radio listeners in this great boom area makes these stations the ideal medium by which to tell your merchandising story.

THE PACIFIC NORTHWEST GROUP

KXL	Joseph H. McGillvra
KFPY	The Katz Agency
Z NET	The Walker Company

Buy two markets, save 5% . . . Buy all three, save 10%. Booklet on request.

Agencies

OIS ROBERTS, former assistant pace buyer of Hirshon-Garfield Inc., ew York, has been named head space uyer.

. P. WAMBOLDT, former program pervisor of Compton Adv., New ork, has been named assistant account executive for Socony-Vacuum il Co., and will have charge of the ccount's radio activities, which inude Raymond Gram Swing's comentaries on BLUE.

ICHARD H. PENNDORF, Robert uechner and C. R. Brown have joined e New York office of N. W. Ayer & on as account executives, and Robert oore has joined the Philadelphia ffice.

OWARD A. STONE, previously diector of field research for Daniel tarch, business research firm, has ined the eastern division of Campll-Ewald Co., attached to the market nd copy research staff.

AYMOND SPECTOR Adv. Agency fter May 1 will be located at 595 adison Ave., New York. The telehone number will remain the same.

OHN GUEDEL, Hollywood viceresident of Russel M. Seeds Co., has een placed in charge of all radio.

. CHURCH MORE has discontinued is Los Angeles agency to join the ublic relations division of Union Oil o. His accounts have been taken ver by Stellar-Millar Adv.

OBERT H. SCHMELZER, former os Angeles manager of Beaumont & ohman, has joined Logan & Arnold, hat city, as account executive and opy writer.

RITA HASSON, writer, formerly f KJBS, San Francisco, recently ined Brisacher, Davis & Van Noren, San Francisco.

DDISON SMITH, production supervisor at Ruthrauff & Ryan, New ork, for Noxzema Chemical Co.'s *uiz of Two Cities*, is the father of a oy.

AUL ADAMS, for three years a riter and director of Young & Rubiam, New York, where he has been orking on CBS' *We, the People*, will e inducted into service April 15. ince last year, Mr. Adams has also een producing programs for the overeas branch of the Office of War Inormation.

RS. ELINOR L. BROWN has ought out her partner, Maurice W. Aaron, in the Aaron & Brown Advertising Agency. She will continue perations as the E. L. Brown Adv. gency, moving to new quarters at 606 Walnut Street. Mr. Aaron has ot disclosed his future plans.

Frey Names Williams

JOHN E. WILLIAMS, for eight years vice-president and director of the Di-Noc Co., Cleveland (plastics), on April 1 took over new duties as vice-president and general manager of Charles Daniel Frey Adv. Agency, Chicago. A veteran of advertising, Mr. Williamson was with *Collier's*, New York, for 15 years where he became advertising manager. He is a former vice-president in charge of sales at Franklin Automobiles, Syracuse, and former executive vice-president of United States Adv. Corp., Toledo.

CALVIN D. WOOD has joined the staff of West-Marquis Inc., Los Angeles, as account executive. Mr. Wood was media director and copy writer for Buchanan & Co., New York, and before that Southwest manager for Miller Freeman Publications.

BILL KRAUCH, account executive and radio producer of Milton Weinberg Adv. Co., Los Angeles, is the father of a boy.

WILLIAM DASHEFF, former account executive of Wesley Assoc. and of Pettingell & Fenton, New York, has joined Buchanan & Co., New York.

EDWARD C. STODEL, head of Stodel Adv. Co., Los Angeles, anticipating active Marine duty, has closed his offices for the duration and turned over accounts for servicing to Hillman-Shane-Breyer Inc., that city. Selma Schonfeld, assistant to Mr. Stodel, has joined the latter agency.

J. M. RUSSELL WILSON, former secretary and treasurer of Industrials Inc., manufacturing concern in Philadelphia, has joined the research department of Geare-Marston Inc., Philadelphia agency.

N. Y. Club Nominees

AMONG directors selected by the nominating committee of the Advertising Club of New York for the slate at the club's annual meeting and elcetion May 11 are Daniel S. Tuthill vice-president of National Concerts & Artists; Herbert L. Stephen, news editor of *Printers' Ink*; Frederic R. Gamble, managing director of the American Assn. of Advertising Agencies, and Charles C. Green, managing director of the Advertising Club. Eugene S. Thomas, sales manager of WOR, New York, is one of the directors who will continue in office next year.

JACK BENNY has recovered from pneumonia and was to return to the air April 11, for his regular NBC Sunday program for General Foods Corp.

KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KMJ FRESNO
KERN BAKERSFIELD

CALIFORNIA COVERAGE

KMJ MORNING AUDIENCE SHOWS
DECISIVE DOMINANCE*

8 AM.-12 N Monday thru Friday

KMJ	43.6
"B"	34.1
"C"	12.7
"D"	8.1
others	1.5

* Hooper Station Listening Index
Mid Winter 1943 Fresno, Calif.

KMJ
5000 Watts on 580 KC. Basic NBC

THE McCLATCHY GROUP

IN SCALING the HEIGHTS
A WELL TRAINED CLIMBER DOES BEST

To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job

capable

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

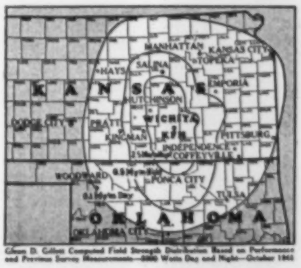
Salute a young "BOOMTOWN" Lieutenant

Montague Photo.

Melvin Kirkwood is 2½ years old — another Lucky Wichita Boom Baby. Lucky because he was born in a Boom Town with a future. Mr. Kirkwood is foreman of sub-assembly at Beech Aircraft.

We're making no pipe dreams in Wichita. We're building solidly. And we're making "*no small plans.*"

Growing by leaps and bounds. Well above 250,000 population. Already rich in natural resources. Wichita now promises to be one of the country's leading post war aviation centers. Don't you miss out on this rich market. KFH is ready to do your sales job for you.



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1942

That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

Wingo Indicted

OTIS T. WINGO Jr., former commentator and at present assistant public relations director of Young & Rubicam, New York, was indicted by a Federal Grand Jury in Washington on charges of wilful failure to register as an agent of the Finnish and Swedish governments. Mr. Wingo in a statement denied there had been "wilful violation" of any official requirement.

AFA Names Preyer

ALLAN T. PREYER of Vick Chemical Co. has been appointed chairman of the Advertising Federation of America committee to judge winners of the AFA Club Achievement Award. Also on the committee are Dorothy Shaver, Lord & Taylor vice president; John Platt, Kraft Cheese Co.; Chester J. LaRoche, chairman of the board of Young & Rubicam, and Gardner Cowles Jr., Des Moines publisher and station owner. All are AFA directors.

FULTON LEWIS, JR.
SPEAKS BEFORE
SPECIAL SESSION OF
TEXAS LEGISLATURE

FULTON LEWIS, JR.
IS DEEP IN THE
HEARTS OF TEXANS

Indicative of the widespread popularity of Mutual's Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.'s informative, authoritative style has made friends for himself . . . and sales for his sponsors.

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY

. . . a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 147 Mutual stations by 96 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Radio Advertisers

FORT PITT BREWING Co., Pittsburgh, has renewed for the sixth consecutive year *Tap Time*, half-hour variety show on KDKA, Pittsburgh, Tuesdays at 7:30 p.m. KDKA feeds *Tap Time* to four West Virginia stations, WPAR WBLK WHIS WCHS.

BEACON CHEMICAL Co., Philadelphia, which recently appointed James G. Lamb Co. for Zero cleanser and other household products, has started a Spot campaign [BROADCASTING, March 29].

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in an employment campaign on April 3 started sponsoring the 60-minute *Saturday Night Merry-Go-Round* on KNX, Hollywood. Contract is for 13 weeks. Tom Hanlon conducts the program of recorded music and chatter. Agency is BBDO, Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, on April 5 starts sponsoring the Monday through Friday night quarter-hour news program, *Ten O'Clock Wire*, on KNX, Hollywood. Contract is for 52 weeks with placement through The Mayers Co.

CHARM KURL Co., St. Paul (hair dressing), is sponsoring the first quarter-hour of *It's Time for Company* on WLS, Chicago, five times weekly for 13 weeks. Agency is Guenther-Bradford, Chicago.

FEDERAL OUTFITTING Co., Los Angeles (chain clothiers), in a spring campaign started April 11 is sponsoing a weekly 60-minute musical on KFAC, that city. Contract is for 13 weeks. C. R. Watts Co., Los Angeles, has the account.

NONSUCH Ltd., Toronto (silver cream), has started announcements on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

SUPPLEE-WILLS-JONES Milk Co., Philadelphia, started a special foreign-language campaign for a month on April 5, over WDAS, Philadelphia, to apprise the Jewish population of the fact that specially-prepared milk and dairy products will be available during the Passover religious holidays during the April 20 week. The services of eight cantors in this city are used for the nightly program during the station's *Jewish Hour*. N. W. Ayer & Son, Philadelphia, is the agency.

HALE BROS. DEPT. Store, San Francisco, is sponsoring *What's Doin' Ladies*, featuring Art Linkletter, five times weekly on KGO, San Francisco.

Really a Rider

THAT the Lone Ranger (Brace Beemer) can *really* ride a horse will be proved when the radio character makes his first personal appearance in 10 years on the air. Astride his famous white stallion, Silver, he will be the top attraction of the Olympia Circus in Chicago for 15 days starting April 24.

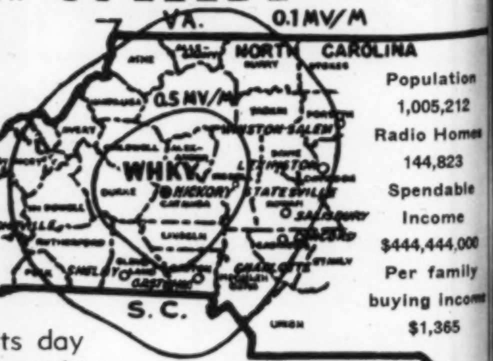
Raymer's 10th

TO CELEBRATE his 10th an versary in the station repres tive field, Paul H. Raymer, ow manager of his own company, a dinner last Wednesday nig Sherry's in New York for a group of friends with whom first had business contact in early years of Paul H. Ray & Co. In addition to Fred Bro manager of the Raymer New Y office, Peirce Romaine and Ma leine Vose of the same branch, Raymer invited Elizabeth Bl Joseph Katz Co.; Linnea Ne J. Walter Thompson Co.; Reg Schuebel, Duane Jones Co.; M garet Jessup, formerly of McC Erickson Co.; Hubbell Robi Jr., Young & Rubicam; J Latham, MBS; Wilfred King, M. Mathes Inc.; Jack Davi Federal Adv. Agency; C. E. Mi ley, CBS, Ben Bodec, *Variety*.

Coca Cola Names Bell

HUNTER BELL, former s manager of the Atlanta region Coca-Cola Co., has been na advertising manager of the en company. He succeeds Del Sledge, now a captain in the Ar Mr. Sledge took over when P Gilbert Jr. received a leave of sence for the duration as v president and advertising manag to accept a commission in the Na Mr. Bell was once city editor the *Atlanta Journal*.

CAMERON HAWLEY, former sistant director of advertising and motion of Armstrong Cork Co., L caster, Pa., has been appointed d tor of the department. He succ M. J. Warnock, who has been na treasurer. Gray Playter and John Waters have been named assistant rectors of advertising and promo



RADIO STATION WHKY HICKORY, N. C.

gives low cost coverage of this rich area

Population 1,005,212
Radio Homes 144,823
Spendable Income $444,444,000
Per family buying income $1,365

5000 watts day
1000 watts night
1290 kilocycles
Blue Network

HOWARD H. WILSON CO.
Chicago - New York - Kansas City - San Francisco
Hollywood

April 26

NAB WAR CONFERENCE NUMBER

THE EXPERTS VIEW RADIO PRESENT AND FUTURE

WIRE YOUR
SPACE RESERVATION

$230 page • $130 half-page — $72 quarter-page

ADVERTISING DEADLINE
APRIL 17th

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Among The Features

ADVERTISING'S ROLE IN THE WAR
By Chester LaRoche,
Chairman, the Advertising Council;
Chairman of the Board, Young & Rubicam

ELECTRONICS AND THE BROADCASTING INDUSTRY
By Dr. O. H. Caldwell,
Editor, Radio Retailing Today and
Electronic Industries

THE NAB WAR CONFERENCE
By Neville Miller,
President, NAB

RADIO AS AN IMPLEMENT OF GLOBAL WAR
By Maj. Gen. Dawson Olmstead,
Chief Signal Officer, U. S. Army

RADIO'S FUNCTION IN NAVAL WARFARE
By Capt. Jennings Dow,
Chief, Radio Division, Bureau of Ships,
U. S. Navy

CIVILIAN RADIO DURING WARTIME
By Frank H. McIntosh
Assistant Chief, WPB Radio and
Radar Division

POST-WAR RADIO HORIZONS
By T. A. M. Craven,
FCC Commissioner

FM AFTER THE WAR
By Dr. Edwin H. Armstrong,
Professor of Electrical Engineering,
Columbia University

POST-WAR RADIO REGULATION
By E. K. Jett,
Chief Engineer, FCC, Chairman,
Coordinating Committee, Board of
War Communications

PLUS
FULL NEWS COVERAGE

ONE-
FOURTH
of our
REEDOM!
Distributor
Graybar
Electric Company

Free Speech—first of the Four Freedoms. America's great radio industry is serving the nation well in helping to protect this great privilege. And Blaw-Knox towers are helping to deliver maximum coverage and dependability in transmission.

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building . . . Pittsburgh, Pa.

FTC Charge Hits P&G Teel Claims

Celanese Corp. Is Named for Advertising of Its Fabrics

CHARGING misrepresentation by the makers of the liquid dentifrice Teel, the Federal Trade Commission last week issued a complaint against the claims of Procter & Gamble Co., Cincinnati, for the product. The FTC also alleged unfair disparagement by P&G of toothpastes and powders sold by competitors.

Claims for Product

Advertisements disseminated by the firm over the radio and in publications allegedly represented that Teel is a very revolutionary discovery in dental science, cleans teeth to the highest degree and is a complete and satisfactory substitute for the popular brands of tooth pastes and powders; that most such pastes and powders contain abrasives and cut cavities which require filling in the soft portions of the tooth structure exposed by receding gums; that a large proportion of the public is constantly exposing its teeth to serious damage through the use of toothpastes and powders; and that the insolubility, in water, of the ingredients in toothpastes and powders is evidence of the presence of harmful abrasives.

These claims are not only false and deceptive, the complaint charges, but unfairly defame competing products in that they represent that most widely-used toothpastes and powders are harmful to the teeth and dangerous to use when such is not a fact.

The FTC also alleges that abrasives contained in most toothpastes and powders do not result in harmful effects described in the Teel advertisements and that since Teel has no abrasive qualities it cannot as effectively clean teeth; that it is inferior as a cleansing and polishing agent to many of the popular brands of pastes and powders since its use permits discoloration which can only be removed by a substance having abrasive properties. A mild abrasive, the complaint continues, is necessary i effective dentifrice.

That yarns and fabrics ma factured under the name "C nese" by the Celanese Corp. America are acetate rayon p ucts and not composed of silk wool, which they resemble in ture and appearance, is not m sufficiently clear to the public, cording to a complaint annou last week by the FTC. Purchas the FTC continues, are unable distinguish between rayon fab and natural fibre fabrics, and some radio and other commerc the firm employs terms which l the public to believe that the p ucts referred to are not actu rayon.

The FTC adopted an order quiring Atmoray Inc. and At zone, both of Portland, Ore., cease advertising in radio conti ities and other media certain cla as to the therapeutic value of t medical device known as "At ray", an ozone generator. T Commission also found that t advertisements referred to fail reveal material facts respect consequences which may re from use of the device under co ditions prescribed in such adve tisements. Atmozone manufact the device, while Atmoray Inc. di tributes it.

STROMBERG CHANG

Firm Drops "Telephon In Shortened Title

ANNOUNCING that stockh had changed "Stromberg-Ca Telephone Mfg. Co." to "Stro Carlson Cc.," Dr. Ray H. Ma vice-president and general ager explained that though the will continue to make telepho is not wholly descriptive of business.

He said that operation WHAM, Rochester, cannot be sidered telephone manufactu and indicated that after the the firm looked forward to a br ening of the electronics field, increasing use of FM, two- communications and new dev ments in television and facsi

Chicago Workshop

A SUMMER radio workshop co will be offered again this year the Radio Council of the Chi Public Schools, in cooperation the Chicago Teachers College. vanced high school college stud and teachers will be admitted the workshop, which will cover aspects of radio, with emphasi development of public service educational programs, under supervision of George Jenni acting director of the Radio C cil. Daily three-hour class sess will be held for two months ginning June 28 in the studios offices of the Radio Council at N. LaSalle St., Chicago. Work guest speakers will include re sentatives from the networks, vertising agencies, AFRA, R Writers' Guild, local stations educational institutions of the cago area.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRC's Primary Area . . . Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

CBS

* *See Sales Management, May 10th, Survey of Buying Power Issue.*

XUM

EADY FOR BROADCAST of the *ice of the Victory League,* Chev-let dealer news program on 118 S stations Tuesday and Thurs-y are (l to r): John B. Kennedy, wscaster-commentator; J. H. ebe, Campbell-Ewald agency e-president, and Bernard Dud-, announcer. After the Kennedy mmentary, Announcer Dudley ads home front war activities ws for Victory Service League embers.

Bethlehem Awards

OR THE BENEFIT of the pub-, and of employes unable to at-nd the ceremonies in which the aritime Commission presented e "M" award to the Shipbuilding ivision of Bethlehem Steel Co., e war plant had the presenta-ons at its Hoboken and Brooklyn rds recorded for broadcast on JZ, New York, April 12 and 13 spectively. Bethlehem Steel used half-hour on WJZ April 9 to pre-nt a live broadcast of the cere-onies attending the award of the avy "E" to the Staten Island rd. Account is handled direct.

WHAT'S HOLDING YOU BACK IN BARRIER (Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market — without paying extra for a lot of little Barriers — you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Rating Drop Due to Balmy Weather, C. E. Hooper Tells Irate Upton Close

LOGICAL REASONS for the drop in audience rating for March of Upton Close's Sunday afternoon news program on NBC were set forth last week by C. E. Hooper after he had received an irate wire from Mr. Close demanding an explanation.

Mr. Close's wire to Hooper reads as follows: "Your pocket piece for March just reached me. Shows loss of 3.4 my Sunday 3:15 p.m. news show NBC for Sheaffer. What in blazes are you trying to do to me? This would be nearly half audience by our figures. We have felt no loss and CAB rating card for March prepared by CBS research department shows, contrary-wise, one of the best ratings of any news shows on air, being 9.8 coincidental and gain over February. Will you please make double-check and explanation and do what is necessary to correct harm done?"

Mr. Hooper replies that "the wire from Mr. Close produced some confusion in our office. You see, the 'Pocket Piece' he referred to is part of a strictly confidential service to subscribers, of which he is not one. We were at a loss as to what, if anything, we should supply to him in the way of further information.

"Actually, the pattern of springtime Sunday afternoon listening revealed in our March 14 report was not new to us. Each spring there is a Sunday when people who have been housed up for the winter can get out in the dirt and scratch for the first time. This doesn't always coincide with a program-checking Sunday, but this year it did.

"The Close program rating was unchanged from our February findings in the South, Mountain and Pacific areas, but in the Eastern and North Central areas he was affected by what amounted to a 40% drop in radio set use.

"The CAB did not measure audiences on the 14th. The CAB rating Close refers to was an average of calls made in late February and earlier in March when they could not help finding what we did in February, namely, that people were huddled by the fire listening."

SONG ASSIGNMENT UPHELD BY COURT

SUPREME COURT last week decided that the copyright to the ballad "When Irish Eyes Are Smiling" belongs to M. Witmark & Sons, New York publishers. Ownership had been contested by George Graff Jr., who wrote the song 30 years ago in collaboration with Ernest Ball and Chauncey Olcott.

The issue grew out of Mr. Graff's assignment of copyright renewals to the publishing house in 1917. He previously had entered into an agreement with Witmark whereby that company copyrighted the song but the renewals were given Witmark as a result of "financial straits" of Mr. Graff.

When the original copyright expired in 1939, Witmark registered the renewal in Mr. Graff's behalf. However, a few weeks later Mr. Graff himself applied for and registered a renewal and assigned it to another publishing house.

The court decided that the Copyright Law "does not nullify agreements by authors to assign their renewal interests" and ruled that an agreement made when the author is in financial need does not permit the author to expect returns as a ward under guardianship of the law.

STORAGE BATTERY Division of Philco Corp. has been awarded a white star, to add to its Army-Navy E flag presented by Rear Admiral Wat T. Cluverius in October, 1942. Brief ceremonies will mark the addition of the star April 16.

Two FM Shows Are Sold For Milwaukee's W55M

WITH MORE than 35 FM shows being broadcast weekly, the Milwaukee Journal announces that operation of its W55M station is a tangible part of broadcasting's present and not its intangible future.

With steady plugging by the Journal stations staffs emphasis has been placed now on commercial programs and two have been contacted. The Robert A. Johnston Co., manufacturer of cookies and crackers, presents *Furlough Fun,* Sundays, at 12:30 p.m., for a half-hour using WTMJ also.

Second show sold is First Wisconsin National Bank's *Those Who Serve* Tuesdays, at 6:30 p.m., for a half-hour. Last week Edward Petry & Co., became national representatives for W55M.

Many live programs of so-called "better music" are presented. Several shows weekly are before studio audiences.

Kaltenborn Scholarship

TO SUPPORT annually "a young man who is interested in training himself for news reporting or news analysis in the press or on the air", the "Hans V. Kaltenborn Scholarship" at Harvard U. has been created by the NBC news commentator, who is president of the Long Island Harvard Club. Announcement of the scholarship was made at the recent dinner in New York's Harvard Club given Kaltenborn by the Assn. of Radio News Analysts in honor of his 21st anniversary as a news commentator.

KTUL
5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

HIGH IN LISTENER RATING

WATL
ATLANTA

LOW IN RATES

MBS

WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*

If you want to cover Atlanta at lowest cost, put WATL on your list.

Represented by
SPOT SALES
INC.

In The Fast Growing
SALT LAKE MARKET
It's

KDYL

UTAH'S
NBC
STATION

National Representative
JOHN BLAIR & CO.

WOV TO FIGHT NLRB DECISION IN COURT

NEW LITIGATION in the case of 26 former employes of WOV, New York, was forecast last week, when the station notified the National Labor Relations Board it declined to comply with an order that it rehire members of American Communications Assn. Local 16 (CIO) discharged after a strike 2½ years ago. [BROADCASTING, April 5].

In a ruling April 1, the NLRB had given WOV, owned and operated by Arde Bulova, ten days in which to signify that it would rehire the men and women, and make full repayment for wage losses in that period. In declining, WOV contended that the order lacked factual and legal basis, and said that the company will await a determination by appropriate court.

The WOV case originated in November, 1940, when the station discharged union members who struck after the break down of wage contract negotiations. The union had sought a contract covering the entire station personnel, while WOV was willing to recognize its jurisdiction only for technicians. The station fired the men after contending that they committed an act of sabotage.

Annual AFRA Session To Be Held in Chicago

ANNUAL CONVENTION of the American Federation of Radio Artists, cancelled last year at the request of the Office of Defense Transportation, will be held this year in Chicago Aug. 28-29.

It was also reported that KSD, St. Louis, has renewed its contract with AFRA covering actors, singers and announcers. Contract contains standard AFRA provisions.

TOMORROW
will be the day of
FM and
LINGO

• Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

KOA-WHDH Case

(*Continued from page 13*)

disqualified themselves, the former because his brother-in-law, C. J. Durr, is a member of the FCC, and Justice Rutledge because he wrote the majority opinion in the KOA-WHDH case in the court below. Associate Justice Murphy was absent because of illness.

Without going into the background, Mr. Freund contended that KOA was accorded adequate hearing before the Commission and that the court below had erred in reversing the FCC's ruling on that score.

Discounting the contention that KOA was deprived of its facility or that it had been degraded, he contended that the Denver station still retained its same assignment with the same power of 50,000 watts and that the only change in its status, by virtue of WHDH's assignment to the 850 kc. channel, was that interference was caused in a sharply circumscribed secondary service area of the Denver station. In so doing, he said the Commission reclassified the 850 kc. channel from 1-A to 1-B.

Pointing out that KOA was not protesting the merits of the grant, he said he was not clear as to its objection. He said that a majority of the court below held that KOA was entitled to hearing as a matter of right and not as a matter of grace.

Chief Justice Groner and Associate Justice Vinson in the lower court held KOA was entitled to participate at the outset and Associate Justice Stephens concurred, he pointed out.

Declaring he was not arguing the abstract question of validity of the rule governing interventions but its applicability in the current case, Government counsel pointed out that since the WHDH grant, WJW, Akron, was given an assignment on the same frequency without a hearing and that KOA was permitted to intervene in that situation. He said he understood the Commission had held in abeyance hearing on that matter pending decision on the current court case.

Under questioning from the bench, Mr. Freund contended that there was no modification of KOA license. Responding to Ju Jackson, he said that if the si of KOA had been "blotted out" virtue of the assignment, then felt it would have a basis to test.

WCHS
CHARLESTON, W.VA.

Recipient of the Peabody Award "for outstanding public service" by a regional station in 1942.

Mr. Hennessey, in beginning argument Thursday, pointed that KOA was in no way compl ing about competition and th relied only upon the electr physical interference with K caused by licensing of WHDH. called the court's attention t map showing the area of in ference caused by the grant said that signals of KOA had capable of reception in that from 1928 until the WHDH ass ment on the frequency.

Interference Claim

Arguing that the assignment tually involved a modification KOA's existing license, Mr. H nessey explained that there is way a receiver can accept the nal of KOA and reject that WHDH.

Alluding to the original br cast allocations of 1928, u which 40 clear channels were tablished, he pointed out KOA given a clear channel assignm guaranteed to be interference-f at night in the United States. number of clear channels su quently was reduced to 25, he clared, and at the time of the hearings to ascertain which tions of the original 40 should assigned to clear channels, pointed out WHDH at that sought fulltime on the then 830 clear channel occupied by K Despite that application, KOA selected for the 1-A assignment

The clear channel allocati were based on surveys which vealed that some 21 million pe were dependent upon service clear channel stations. While 32.4% of the rural population dependent upon clear channel tions, he said a station popula survey conducted by the FCC vealed that 76.3% of the rural dents preferred clear channel tions.

Resuming his argument Fri Mr. Hennessey pointed out that spite of the fact that KOA was made a party to the WHDH ceedings, it nevertheless had served with hearing notices. A ciate Justice Jackson inq whether that in effect did not KOA a party. Mr. Hennessey, ever, said that he did not recal precise nature of the notices.

Questioned closely by J Jackson, Frankfurter and Mr. Hennessey said that claimed it was a party entitl a hearing within the meani the act. He argued that the ities of KOA had been chang character but that the statio given no opportunity to offer mony. The action of the FCC stituted a modification of K license, he said, within the ing of the act and the Commis regulation.

OWI Seeking Ideas On U.S. Paid Time

Bankhead Bill for Paid Ads Being Held in Abeyance

OFFICIALS of the OWI Radio Bureau will look toward the NAB War Conference in Chicago, April 27-29, for an indication of how the radio industry feels on Government purchase of time before making any recommendations to OWI chief Elmer Davis, and the heads of other agencies, Donald D. Stauffer, chief of the bureau, said Friday.

Admitting there has been considerable pressure from individual station operators, Mr. Stauffer said that OWI still has no idea how the radio industry in general feels about selling time to the Government. Among the recent suggestions, mostly from small stations, was one from George McGinley, manager of WKNY, Kingston, N. Y., that the Government buy time at half of card rates.

He said, however, that the Radio Bureau recognized that the purchase of time was now a live issue, and that a memorandum would probably be prepared to advise OWI chiefs on policy.

Adverse editorial and industry reaction may cause Senator Bankhead (D-Ala.) to withhold introduction of his proposed bill to subsidize small newspapers by authorizing the Treasury to spend some $30,000,000 annually for advertising, it was indicated last Friday when the measure failed to make its scheduled appearance.

Margarine Spots

STANDARD BRANDS Inc., New York, is conducting a spot campaign in cities in the East and Midwest, for Blue Bonnet Oleomargarine, a product acquired with the purchase of Standard Margarine Co., Indianapolis, and its subsidiaries, Standard Food Products Inc., Indianapolis, and Southern States Foods Inc., Dallas, producers of margarine and salad dressings. Blue Bonnet spot campaign started Feb. 22, entailing the use of one-minute spot announcements on the basis of 15 a week. Ted Bates Inc., New York, is agency.

SMILES FROM CHICAGO staff and scores of congratulatory messages surrounded John Blair (seated), on the tenth anniversary of the founding of the John Blair radio representative firm. The occasion was observed on April 1 with staff celebrations in New York, Chicago, and branch offices. (l to r): Gale Blocki, Paul Ray, Blake Blair, and Charles Dilcher.

CALIFORNIA GROUP FORMED IN FRESNO

FORMATION of the California Inland Broadcasters Assn., comprising stations from Eureka to Bakersfield, was announced last week following an organization meeting April 2 in Fresno. Clyde Coombs, manager of KARM, Fresno, was elected presdent and Charles Scott, manager of KTKC, Visalia, secretary.

Wartime broadcasting problems were discussed and Lou Keplinger, former manager of KVOD, Denver, recently named regional radio director of OWI's Domestic Branch on the Pacific Coast, addressed the group concerning programming matters and radio publicity.

Attending the session, in addition to the officers, were Leo Schamblin, KPMC, Bakersfield; Paul Bartlett, KFRE, Fresno; Keith B. Collins, KMJ, Fresno; Mel Marshall, KYOS, Merced; William Bates, KTRB, Modesto; J. Brown Maloney, McClatchy Radio Stations.

Omar Expands

OMAR Inc., Omaha, is expanding its list of stations carrying *Ranch House Jim*, thrice-weekly transcribed musical, for Ranch House pancake flour. After a successful test on WMBD, Peoria, and WOW, Omaha, the company is placing the program on four additional stations, as soon as distribution is completed in those markets, within the next few weeks—WHIO, Dayton; KOA, Denver; WOKO, Albany; WHP, Harrisburg. Agency is Macfarland, Aveyard and Co., Chicago.

Where But

WSYR

SYRACUSE

Can You Get a Basic NBC Red Station Covering Central New York?

TEST YOUR KNOWLEDGE OF PANAMA

1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

COLON
PANAMA
SOUTH AMERICA

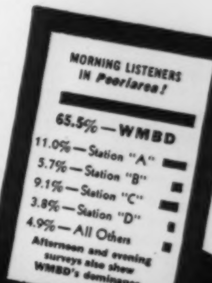
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

The RIGHT INTRODUCTION smooths the way

Take advantage of WMBD's unique position of leadership in rich Peoriarea—it gives your product a confidence-building introduction by an old and trusted friend. WMBD is close to the family circle of the homes in 17 of Central Illinois' richest agricultural and industrial counties.

The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlan and Associates shows impressive coverage; WMBD delivers the Peoriarea market as no other medium can.



HEART OF ILLINOIS

WMBD

PEORIA, ILL.

FREE & PETERS, Inc.
Exclusive National Representatives

Call Free & Peters or Write WMBD for copy of complete Conlan Survey

★ ★ ★

WMBD is a member of CBS

Power Commission Favors War Time

Electricity Savings Important To War Effort, Olds Says

AN ADDED influence in favor of maintaining War Time nationally appeared last week when the Federal Power Commission, through its chairman, Leland Olds, advised the House Committee on Interstate and Foreign Commerce that "there is no question but that, as war production reaches higher levels, War Time will make an even more important contribution to the war effort."

The Commission, according to Chairman Olds' letter to Chairman Clarence F. Lea of the committee, is convinced that repeal of War Time would be a mistake. War Time, according to the Commission, reduces the demand on the nation's electric generating facilities in the winter evening hours when the demand would normally be greatest, thus releasing capacity to carry greater war production.

Chairman Olds' letter covered eight conclusions all directing attention to added electric consumption burdens as a result of war production and the savings of use of War Time in consumption.

"Under War Time the increased daylight between 5 and 6 o'clock postpones the greatest lighting use to a later hour when factory and urban railway use, which is governed by the clock, has fallen off for the night," the letter points out. "As a result the combined uses of electricity for home, store, office and street lighting under War Time require less capacity at the power houses than would be needed under Standard Time."

The FPC position follows a similar one adopted by the War Production Board.

PRESIDENCY OF MISSISSIPPI Broadcasters Assn. went to R. L. McRaney, WCBI, Columbus, last week when the organization met in Jackson. Most important business passed was determination to write all Mississippi Congressmen in regard to the farm radio battery situation. At the session were (first row, l to r): F. C. Ewing, WGRM, Greenwood; Mr. McRaney; L. M. Sepaugh, WSLI, Jackson; C. J. Wright, WFOR, Hattiesburg; Hugh Smith, WAML, Laurel; Bert Ferguson, WJPR, Greenville; H. O. Jones, WGCM, Gulfport. Back row, l to r: M. B. Wray, WSLI; F. E. Wilkerson Jr., WSLI; J. L. Eatherton, WCBI; George Blumenstock, WSKB, McComb; Wiley P. Harris, WJDX, Jackson; P. K. Ewing Jr.; WMIS, Natchez, and Allen Lacey, WJDX, Jackson.

NORMAN ROSS, Chicago freelance announcer and m.c., has been commissioned a captain in the Army Air Forces, and will leave April 19 for Miami Beach, Fla, for indoctrination training.

NBC Radio - Recording Signs 10 New Accounts

TEN NEW subscribers have contracted for transcribed programs produced by NBC's Radio-Recording Division. Renewals have been received from three stations. Programs, stations and sponsors involved in the new contracts are:

Betty & Bob, WLAC, Nashville, JEG Coffee Co.; *The Name You Will Remember*, WXYZ, Detroit; WSTV, Steubenville, Ohio, jewelry firm; WSAI, Cincinnati, Thompson Heating & Insulating Co.; *Flying for Freedom*, WRBL, Columbus, Ga., Foremost Dairies; *Five Minute Mysteries*, KIT, Yakima, Wash.; WHDH, Boston, Kasper-Gordon Inc.; *Let's Take a Look in Your Mirror*, WRC, Washington; WAIT, Chicago, Dr. Ellis Sales Co.; and *Time Out with Allen Prescott*, KGNC, Amarillo.

Renewals include: *Betty & Bob*, KRLD, Dallas, Skillern's Drug Co. (130 programs); *Getting the Most Out of Life Today*, WJZ, New York, Fairchild Sons Inc.; and *The Name You Will Remember*, WAGE, Syracuse, C. E. Chappell & Sons.

MBS Billings Drop

MBS BILLING for March, 1943, totaled $941,533, a decrease of 10.6% from the corresponding month in 1942 when the total was $1,053,444. Billings for January, February and March of this year were $2,759,722, a decrease of 8.5% from the first three months of 1942 when the total was $3,016,141.

Reopening Aske In Ruling on CB

IBEW Asks Labor Board Reconsider CBS Case

AN APPEAL for the War La Board to reconsider its refusal a shorter work day and wage p gression scale for CBS technici was filed Tuesday by Lawson W berly, international representat of the International Brotherh of Electrical Workers (AFL).

The WLB had approved a 7-c hourly wage raise for the tech cians, but had refused other p visions of the contract which IBE considered essential. [BROADCA ING, April 5].

New Data Ready

Mr. Wimberly's letter to t WLB explained that the uni through misinterpretation of question on the application fo had not submitted all its case defense of the revised work d and of the new wage scale. He a said the union felt WLB's refu of the change, on grounds that created inequities with NBC a Mutual, was unfair. IBEW as permission to submit additional formation to this effect.

The appeal specifically prote ed the WLB for refusal of shortened scale of automatic wa increases, which would have p mitted technicians to reach th maximum wage in six years i stead of the present nine. In ad tion, it questioned the propri of enforcing a 12-hour maxim day for CBS instead of a propo 10-hour day.

IBEW objected to judgment its case through comparison w NBC and Mutual. The union poi ed out that Mutual stations a all independently owned and op ated, and that only two of them 50,000-watt outlets. Of th IBEW said, WGN, Chicago, is IBEW station, with entirely diff ent working conditions from WG which has an "inside" union. pointed out that the CBS contra covered six cities in addition New York.

The union said that there is agreement between any 50,000-w station and the IBEW where t wage progression exceeds f years. It also said that so far it could determine, the maxi day without payment of over in a 50,000-watt station, other th agreements between stations independent unions, was ten ho The letter showed that NBC tec nicians in effect received over pay for 12-hour days, through sp cial clauses in their contract.

A decision on whether the Bo will permit a rehearing of t case and allow the union to s mit additional information, may forthcoming this week. Meanw IBEW said that it would not CBS to invoke the new pay s until the case has been finally cided.

They GO Together

CINCINNATI and Station WSAI

WSAI

CINCINNATI . . . One of the "Must" Markets of U.S.A. — for *now* — for after the war. Ideal for spot-testing. W. S. A. I. 5,000 Watts in cost of station time...50,000 Watts in SELLING POWER. Sales Aid Program which makes Cincinnati GO and BUY.

THE CINCINNATI STATION OF ASSURED SALES ACTION!

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

XUM

Station Announcement Plans Of OWI Slated for Revision

Regional Consultants Confer in Chicago on War Informational Program of Next Few Months

PROVIDING a frank discussion of Office of War Information radio policies to date, OWI's regional consultants conferred last Monday with Government officials in Chicago, discussed cooperation of stations in coming Government campaigns, made recommendations on the OWI local allocation plan, and heard Donald D. Stauffer, chief of OWI Radio Bureau, outline the war informational program which faces its greatest task within the next few months.

Out of the one-day, closed meeting, the first since consultants were appointed last January from station executives as liaison between the OWI and the industry, came suggestions for a greater flexibility of the OWI local-announcement quota, at present 12 one-minute spots daily on network affiliated stations and 16 a day on non-affiliated stations.

Announcement Plan

Revisions of the station announcement plan were indicated by Mr. Stauffer when he said, in a statement at the close of the meeting, that "we are as much interested in keeping the announcements down to a minimum to do an effective job as are the stations.

"The Government will ask only as much time as is necessary to get across Government information. If a reduction in terms of needs seems to be in order, the OWI will effect such proposals. The OWI," he said, "will not fill in announcements just to complete a quota." In addition to Mr. Stauffer, the OWI Washington office was represented by Philip H. Cohen, recently appointed assistant radio chief; Richard F. Connor, head of stations relations; Elaine Ewing, assistant chief of station relations.

The stricter enforcement of OWI Regulation No. 2, which provides that all Federal Government requests by local or regional offices of Federal Government agencies must be cleared through OWI for time and policy, was seen by the broadcasters as materially reducing the number of announcements for the same effort. Recommendations for the use of chain-break announcements of 30-second duration, to be substituted in many cases for the straight one-minute announcements, were made by the consultants. OWI rulings on this and other recommendations will be effected shortly, it was said.

Mr. Stauffer, emphasizing the importance of the coming information drives, enumerated the various campaigns. "Radio has a big job to do," he said, "in helping solve the food problem—helping stamp out the black markets, educating home-makers in food conservation and nutrition, recruiting labor and urging care for victory gardens. Next on the list," he asserted, "is the 'Get Ready for Winter' campaign which embraces (1) urging home owners to stock up on coal (2) conversion in certain sections of the country from fuel oil to coal."

Other Problems

Other important problems are: Transportation, voluntarily cutting down unnecessary rail and bus travel; Salvage, with emphasis on copper; Household Conservation, urging home-makers to take care of household equipment and appliances; Personnel, securing help for War, Price, and Rationing Boards, which serve without pay; Absenteeism; Manpower; continuing campaigns for the recruiting of WAVES, WAACs, SPARS, Marine Corps Reserves and Nurses; selling war bonds; and combating inflation. "'Understanding' themes must continue to get radio emphasis," Mr. Stauffer concluded. "Themes treating of the issues (what we're fighting for), the enemy (who we're fighting), the fighting forces, the working forces, the United Nations, all must be included," he said.

The regional consultants who attended the session were: Harold E. Fellows, WEEI, Boston; Leon Levy, WCAU, Philadelphia; Thad Holt, WAPI, Birmingham; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Leslie C. Johnson, WHBF, Rock Island; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Allan Page, KVOO, Tulsa; Martin Campbell, WFAA-WBAP, Dallas-Ft. Worth; Robert Hudson, Rocky Mountain Radio Council, Denver. Neville Miller, NAB president; James D. Shouse WLW, Cincinnati; O. L. (Ted) Taylor, KGNC, Amarillo, Tex. of the Station Advisory Board; Carl Haverlin, headquarters consultant on station relations; M. H. Peterson, Paul Jordan, OWI, Chicago; Walter Schwimmer, R. J. Scott, Schwimmer & Scott, special consultants.

IN GREAT DEMAND as a luncheon and club speaker is Andy Woolfries, WMT, Waterloo, Ia., Farm Editor, just returned from a special mission for the British Navy in England. Mr. Woolfries went through four air attacks and is shown here examining a piece of bomb fragment with WMT's receptionist, Betty Shimek. Mr. Woolfries, a radio personality in Iowa for 20 years, was in England four months.

Barnard to OWI

THURMAN L. BARNARD, formerly vice-president and manager of the Detroit office of N. W. Ayer & Son, has joined the New York office of the Office of War Information as associate chief of the outpost service bureau, where he correlates OWI activities here with outposts throughout the world.

Meservey Honored

REGRET over resignation of Douglas Meservey, deputy chief of the OWI Radio Bureau, and best wishes in his future war work, were noted in a resolution adopted by the Regional OWI Radio Consultants and Station Advisory Committee meeting in Chicago April 4. Resolution was introduced by NAB President Neville Miller.

WORCESTER *Top City*

PER FAMILY FOOD EXPENDITURE — 1942

Market Data Book — 1943

WORCESTER $396

Boston $309

Cincinnati $254

St. Louis $242

U. S. Average $222

Los Angeles $235

Detroit $209

New York $189

Chicago $174

CITIES OF OVER 100,000 POPULATION

When You Buy Time—
Buy An Audience

WTAG
WORCESTER

The only station which delivers the Central New England audience.

BASIC
COLUMBIA

PAUL H. RAYMER CO.
National Sales Representatives
BERTHA BANNAN Little Bldg. Boston
New England Sales Representative

Associated with The Worcester Telegram-Gazette

Ask WALT GARDNER OF THE CENTRAL COOPERATIVE LIVESTOCK ASSOCIATION, SOUTH ST. PAUL. *about*

WDGY

Established 1923 MINNEAPOLIS

This firm, the largest livestock selling agency in the world, has used two programs daily on WDGY for 8 years. Walt Gardner's own surveys prove WDGY the best per dollar radio value in the Northwest.

NAT'L REPS: WILLIAM G. RAMBEAU CO.

☐ PRIMARY COVERAGE
▨ SECONDARY COVERAGE
Based on NAB Standards

THE NORTHWEST'S BEST BUY!

RADIO ENGINEERS

IN BOTH WASHINGTON AND PHILADELPHIA

Radio Engineers required in the Consulting Radio Engineering Offices and Laboratory of Raymond M. Wilmotte for original development and design work for Signal Corps. Salary $350 to $500 per month depending on experience. Higher salary for exceptional man, particularly receiver engineer. Positions open in both Washington and Philadelphia (Washington offices and laboratory air conditioned).

Please write, giving education and full particulars of experience with references. Raymond M. Wilmotte, 1469 Church Street, N.W., Washington, D. C.

WRNI
REACH
VIRGINIA'S GREAT LISTENING AUDIENCE
AT LOW COST THRU RICHMOND'S
NATIONALLY KNOWN RADIO STATION
5000 WATTS
NIGHT AND DAY 910 KC
WRNL
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

WRAL Aroused As WAAC Solicits Ads

Officer Sells Merchants Two Pages in Raleigh Papers

SOLICITING of display advertising for two Raleigh newspapers by a WAAC officer was reported to the office of the Secretary of War, Henry L. Stimson, last week by Fred Fletcher, manager of WRAL, Raleigh.

"I cannot for the life of me explain satisfactorily the necessity for recruiting officers of the armed services to sell advertising locally to merchants in order to get proper display support from the local press," Mr. Fletcher wrote.

Free Time Offered

Mr. Fletcher explained in his letter that his station had offered free of charge two 10-minute periods (well-established women's shows) and two announcements a day calling attention to the locations of recruiting stations in Raleigh.

"This was done," Mr. Fletcher advised Mr. Stimson, "in addition to the 12 spot announcements and two 15-minute programs carried daily in cooperation with the OWI and U. S. Treasury." He said that he believed this was onl yaverage in terms of time and interest of stations everywhere.

Mr. Fletcher said he learned from a WAAC lieutenant named Ferri that eleven hours had been spent by her in selling Raleigh merchants space in order to pay for two full page adveritsements. Both ads appeared and were "well sponsored," according to theWRAL manager.

"I believe if some action originates from your office, it will be constructive and helpful both for radio and the WAACs," Mr. Fletcher wrote the Secretary.

WLOL Sale Nears

WLOL, Minneapolis, subject to FCC approval, moved closer to final sale to the Ralph Atlass interests last week when the Probate Court of Minneapolis Wednesday approved the transfer of 46% of stock held by the estate of Judge John P. Devaney. The remaining 54% is held by Charles G. Winton Jr., who is also disposing of his share in the station. Total amount to be paid by the Atlass interests is $80,000. Under the present arrangement, Mr. Atlass, president of WIND-WJJD, Chicago, is to have controlling interest while the remainder of the stock will be divided up among John Carey, manager; Art Harre, commercial manager, WIND; Eugene Mittendorf, and a group of businessmen.

WXYZ AND HOOK GET TIGERS GAM

EXCLUSIVE broadcasting rig to the Detroit Tigers base schedule this year go to WX Detroit, for the first time since auguration of play-by-play desc tion of the sport in that city.

The games will be aired o WXYZ and the Michigan R Network, under sponsorship Goebel Brewing Co. Harry H mann, veteran baseball broadcas will handle home and away ga for the 10th straight year.

Build-up to the season opener April 21 will be the broadcast of the exhibition games April 18 and 19. Also figuring in the promotion is current series training camp shows by transc tion, broadcast over WXYZ 6: 6:45 p.m. on Tuesdays and Th days and from 6:15 to 6:30 p on Saturdays. Brooke, Sm French & Dorrance, Detroit, agency.

Check Production Da Price Warns Statio

INDUSTRIALISTS and ma facturers are not appropriate thorities on news of new or sec military weapons or progress war production, Byron Price, rector, Office of Censorship, formed broadcasters and edit April 7.

Mr. Price warned that such sta ments must not be accepted wi out special scrutiny, and that C restrictions on vital informati must be followed. Great care m be used in release of such matt Mr. Price said, and responsibil for what is broadcast and publish lies with broadcasters and t press, not the industrialists who the source. He said media sho make certain that war producti disclosures have been authori by the responsible Government w agency. Otherwise great dam can be done to national security, asserted.

Major Markets Used

SIX-MONTHS CAMPAIGN f Pepto-Bismol, stomach remedy, g under way Monday, April 12, wi a schedule of one-minute transcri tions, aired from six to ten ti weekly on approximately 43 st tions throughout the country. No wich Pharmacal Co., Norwich, N Y., makers of Pepto-Bismol, is co centrating on major markets, usi stations largely of the 50,000 wa caliber. Entering the New Yo market for the first time, Norwi has taken a live five-times week five-minute program on WJZ, Ne York, featuring Grace Morga singer, with accompaniment, in program produced by Allan Ke and Ginger Johnson, musical ji gle producers, who will pres some of the commercials. Lawre C. Gumbinner Adv., New York, handles the account.

"EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over WKRC with

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

WABC WAR POLICY IS GAIN FOR WJZ

COLUMBIA PICTURES Corp., New York, which had originally scheduled WABC, New York, as one of the 50 or so stations to promote its new film "The More the Merrier", has switched New York outlets and will use WJZ for the campaign, starting April 12.

Reason for the change was understood to be a WABC policy of permitting only "temperate and restrained" commercials before or after its news broadcasts during wartime, the Columbia announcements for the comedy film proving too gay and too much of the teaser type to fill the WABC policy requirements.

Program sponsored by Columbia Pictures on WJZ will be heard five times weekly, 6:40-6:45 p.m., immediately preceding the Lowell Thomas news broadcast. Title will be *The Name You Will Remember*, with Bill Lang giving biographical sketches of famous people as the main body of the series. The moving picture company is using various types of programs for an eight-week period to promote the film prior to its release May 15 [BROADCASTING, March 22]. Agency is Weiss & Geller, New York.

Blade Goes Net

CONSOLIDATED RAZOR Blade Co., Jersey City, sponsor of the *Better Half*, comedy quiz program on WOR, New York, will expand the program to the Mutual network for Berkeley Blades, starting April 12. Program has been heard Wednesday, 8:30-9 p.m., but will move to Monday, same time, when it goes network. Tom Slater m.c.'s the show, which presents a quiz contest between men and women teams on subjects of particular interest to the opposite sex. Grey Adv., New York, handles the account.

Bailey Joins INS

J. N. (Bill) BAILEY, former news editor of BROADCASTING, on April 5 joined International News Service as a special radio sales representative. Mr. Bailey, operating out of Washington, will cover the eastern territory for INS.

EMILE J. GOUGH, in charge of the station relation West Coast office of SESAC, married Lt. Mary E. Brennan March 27 in an Atlantic Seaboard Army Camp. Lt. Brennan is with the Army Nurses Corp.

EDDIE CANTOR, star of the weekly NBC *Time to Smile*, under arrangement with RKO Radio Pictures Inc., Hollywood, will write, produce and appear in a film dramatizing the history of vaudeville and entertainment business from 1900 to the Ziegfield era.

5000 WATTS · 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

FCC Reorganization

(*Continued from page 11*)

House, with one in the Senate, observers are convinced that it now is only a question of which body first will report out a bill. Whatever support the FCC has had in previous sessions appears to have withered away. It appears to have few, if any friends willing to get out in front for it on either side of Capitol Hill.

The House Committee, headed by Chairman Lea (D-Cal.) hasn't yet designated formally its communications subcommittee. But it is certain that Rep. Bulwinkle (D-N. C.) a majority stalwart, but a vigorous opponent of "bureaucracy", will be its chairman. Victorious in its recent fight to block formation of a new aviation committee in the House which would have stripped the Interstate Committee of those functions, the Lea group is zealously guarding its sovereignty, and proposes to move quickly lest special or select committees seek to usurp its functions.

The FCC, since the dam broke on Capitol Hill, has kept relatively quiescent. All controversial issues, it is evident, are being carefully avoided. Word from the Commission itself is that all has not been serene among the membership since the Cox Committee launched its inquiry.

Precisely what tack the Cox Committee wiil take when it starts its inquiry is a Committee secret. While building his staff, Mr. Garey, and his existing retinue of attorneys and investigators, have been conducting field inquiries, and have subpoenaed voluminous materials from the FCC, other governmental agencies and stations.

It is unlikely that either the Cox or Senate Committee inquiries will get under way until after the proposed Easter holiday recess now contemplated by Congress.

Widespread rumors that Chairman Fly might be given another government post, which started when the Cox resolution passed, has wafted away. Mr. Fly and Commissioner C. J. Durr, New Deal Democrat regarded as the administration's second man on the agency, are expected to be the star witnesses in the Cox proceeding.

Burma Shave Test

BURMA VITA Co., Minneapolis (Burma Shave) through Macfarland, Aveyard & Co., Chicago, has purchased morning newscasts five to six times a week on 10 stations, starting April 26: KYW WCAE WTIC WFBR KTRH KOL KLZ WGST WHIO WIRE. If test is successful it will be expanded. Company is retaining spots on WSAI CKLW WXYZ WHK WGAR WHEC WHAM KRLD WFAA WEEI WNAC.

WMAQ, Chicago, on April 13 celebrates its 21st anniversary. The station went on the air in 1922 as WGU. Judith Waller, now public service director of NBC central division, was the first manager.

Hiring Control

(*Continued from page 11*)

through the U. S. Employment Service.

Most of the new manpower regulations resulting from last Thursday's order are expected to consist of additional instructions from Mr. McNutt to USES offices, perhaps making them the official hiring agency for all labor transfers. Such order, officials of the WMC point out, give great discretionary powers to regional directors so that the needs of local essential industries may be met.

Statement of Policy

The President himself Friday described the new Executive Order as merely a statement of policy which does not change present regulations. The Chief Executive made it clear, however, that this was blunt warning to his subordinates and the people that stiff measures were to be taken to keep wages and prices in line.

Mr. Roosevelt declared that "the only way to hold the line is to stop trying to find justification for not holding it here or not holding it there."

For this purpose he directed that ceiling be placed on all commodities affecting the cost of living, and that wage rates be held in line. To keep wages in line, Mr. Roosevelt said that the only rate increases beyond 15% above Jan. 1, 1941, would be in cases of substandards of living. He thus ruled out inequalities and inequities, a means used in jacking up wages in plants paying less than the average wage for an industry.

The Executive Order specifically stated that it should not be interpreted to mean that reasonable adjustments of wages and salaries in cases of promotions, reclassifications, merit increases, incentive wages or the like are prohibited. Such increases, however, shall not appreciably affect production costs or furnish a basis to increase prices, or resist justifiable reductions.

NORMAN E. HEYNE, for nine years radio director of Schwimmer & Scott, Chicago, joins the radio staff of Ruthrauff & Ryan, Chicago, April 19.

AP
WFCI, Pawtucket, R. I.
. . . 23 newscasts a day and the AP radio wire provides more than enough fresh material for each one.
George Sutherland,
Program Director.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

IOWA
ILLINOIS
QUINCY
MISSOURI
Some Market to Corner!
Who's making the big money now? War industry workers? Sure—and we have a generous number of them. What about *farmers?* Have you looked over current farm prices lately? They'll give you a vivid idea of *all time high cash income* THAT WILL GO RIGHT ON WHEN WAR INDUSTRIES STOP!
Worth your serious study is a "corner" on this: 3 metropolitan centers . . . 27 important county seat towns . . . 11 million acres of highly productive land—30 counties of wealth in the heart of the food-producing area.
And, as for the "corner". . . . An average of 62.5% of this audience listens to ONE station (75 to 82 percent during many periods). The other 37.5% is divided between 8 to 10 "other" stations mentioned. That ONE station is WTAD. (We have the proof—ask to see it.)
A *good* market—for now, and for post-war—is worth "cornering" anywhere, anytime. This is why the WTAD schedule is consistently well-filled. There *are* several *good* availabilities, though, that can readily become a "corner on this market" for you!
A CBS STATION
1000 Watts, Day and Night
930 Kilocycles
WTAD
QUINCY, ILLINOIS
Represented Nationally by the Katz Agency

South African Sets

UNDER pressure of war, the Union of South Africa has developed its own radio manufacturing plants, according to the Dept. of Commerce. Using as a nucleus several firms that assembled public address systems, the Government organized an electronics industry that produces large amounts of military equipment for Middle and Far East forces. No commercial sets are made at present, and most components are still imported. Early in 1940, South Africa prohibited any radio listener to have any parts not essential for maintenance of his set. In October 1939, all amateur licenses had been suspended.

VT.
N.H.
MAINE
MASS.
R.I.
CONN.

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Reps., The Katz Agency

All Operators

HERE'S one hard to top! Harper M. Phillips, manager of KYUM, Yuma, Ariz., believes he has the only station in the country with every member of the staff a commercially licensed operator. That goes for the manager, sales manager, announcer and chief engineer and two assistants. (Yes, you're right. There are only six employes all told.) Mr. Phillips would like to know of any other station so blessed with that rare employe commodity—engineers.

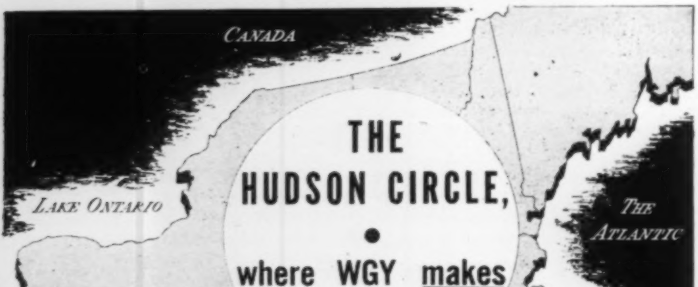
PAA War Meeting

DISPENSING with its usual annual convention, the Pacific Advertising Asso. this year will hold a Wartime Emergency Conference in San Francisco June 22-23.

Pulse N. Y. Survey

PULSE OF NEW YORK Inc, has completed its second house-to-house coincidental survey of home listening, covering the first quarter of 1943. Data have been gathered on number of people listening per set, on the age and sex of the listeners. Survey is based on 60,000 personal visits.

ONLY 7,100 persons, all Quisling party members and high Nazi officials, have radio receiver listening licenses in Norway at present. Almost all of the nation's 484,000 receivers licensed were confiscated in July, 1940, the Dept. of Commerce reports.



ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by
NBC
Spot Sales

WGY
GENERAL ELECTRIC
WGY-192

OTHER FELLOW'S VIEWPOINT

Funds for Papers

EDITOR, BROADCASTING:

I cannot refrain from calling the radio industry's attention to a news item recently published in the *New York Times*, wherein it stated that Senator Bankhead was drafting a bill which would give the United States advertising to the newspapers as virtual subsidies. I quote from the news release:

"In an atmosphere of secrecy, a bill is being prepared for introduction in the Senate which would authorize the payment of what is viewed in some quarters as Government subsidies, in the form of Treasury Department advertising, to a large part of the American press.

"Provision is being made that at least a half of a $25,000,000 to $30,000,000 annual fund is to be distributed among weekly newspapers in small towns and rural areas."

Tax Money to Papers?

The proposed legislation is supposedly originated among publishers of Alabama and Georgia newspapers and they are trying to enlist the interest and cooperation of newspapers elsewhere.

Every radio station that I know of, large and small, fills the air with hundreds of programs day and night as its contribution to the war effort, for every department of our government, including the Treasury Dept. It costs money to broadcast these programs as well as it costs money to print announcements in newspapers in cooperation with the war effort.

Are we going to permit our tax money to be paid out to newspapers for Government ads when we are giving our broadcast time as a contribution to the war effort?

I think the radio industry better get busy and investigate this and see to it that radio stations receive equal consideration, and further, apprise the Hon. Senator Bankhead of the part that radio is taking in the war effort, which I feel, far ex ceeds that contributed by newspapers.

JOHN W. BOLER,
President, North Central Broadcasting System.

April 7.

Walker a Lt. Colonel

RALPH L. WALKER, principal attorney of the FCC who was called to active duty in the Army last October as a major, on April 3 was promoted to a lieutenant colonelcy. He is assigned to Army headquarters in the War Department with the executive officer of the Joint Communications Board of the military services. Col. Walker has been a National Guard officer for more than a decade but had been retired several years ago for physical reasons. These were waived with his recall last fall.

Bounced Around

EDITOR, BROADCASTING:

Walter Guild's article [B CASTING, April 5] hits nail on h Spot advertisers are bo around. Personally, I was prised to find that WOW was station in 19 on one adverti schedule that guaranteed time broadcasting does not encou spot broadcasters, we will have new network advertisers. Skip Peanut Butter definitely great pr pect for network. However, tre ment as spot advertiser is anythi but encouraging to client to expa further in radio.

JOHN J. GILLIN JR.,
General Manager,
WOW, Omaha.

April 8.

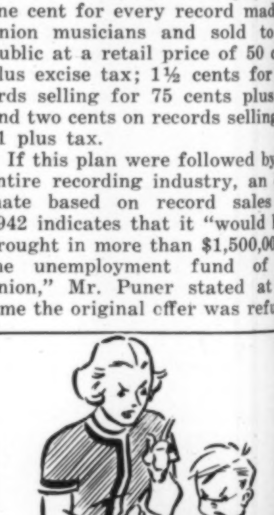
Musicraft's Ple To AFM Rejecte

SECOND OFFER by Musicr Corp., New York, to negotiate wi James C. Petrillo, president of t American Federation of Musicia was turned down last week in mu the same manner as the first reje tion by Petrillo in which Musicr proposed to pay so much for ea record made by union musicians.

According to Paul Puner, pre dent of the record company, a wi was sent to Petrillo offering to n gotiate under any circumstanc The AFM answer merely s "Your wire will be presented to t international executive board April 15"—date which Mr. Petri has set to meet in New York wi the record and transcription man facturers.

Original proposal of Musicra first tendered the union's executi board Feb. 18, offered to pay AF one cent for every record made b union musicians and sold to th public at a retail price of 50 ce plus excise tax; 1½ cents for re ords selling for 75 cents plus ta and two cents on records selling f $1 plus tax.

If this plan were followed by th entire recording industry, an est mate based on record sales f 1942 indicates that it "would hav brought in more than $1,500,000 t the unemployment fund of th union," Mr. Puner stated at th time the original offer was refused



"Nothin' doin', Mom—unless WFDF Flint Michigan says it's a breakfast for champions."

HANGING PROUDLY in Madison Square Garden are the banners of KFBC, Cheyenne, and KMYR, Denver. They hang somewhat expensively, too, because it was a 2,000-mile remote and the cost was $2,500—just a bit more than $1 a mile. The line detoured to Kansas City on the way from Cheyenne to New York City. Occasion was the NCAA basketball title contest between Wyoming U. and Georgetown U. A second pickup was the Red Cross benefit game two nights later. Details were handled by William C. Grove, KFBC manager, and Mark Schreiber, KMYR sports announcer. (Note: Wyoming U. won.)

AGENCY *Appointments*

POLAND SPRING Co., Poland Spring, Me. (Poland Water, Club Soda, Ginger Ale); and Hiram Ricker & Sons, Poland Spring, Me. (Poland Spring House, Mansion House, Riccar Inn), to Tracy, Kent & Co., New York. No radio contemplated at present.

HAZELTINE ELECTRONICS Corp., New York, to St. Georges & Keyes, N. Y. Electronics publications now being used.

PRODUCTION Corp., N. Y., to H. C. Morris & Co., N. Y. Said to use radio.

CHARMS Co., Bloomfield, N. J., to C. L. Miller Co, N. Y, for Tastyeast Candy Bar. Said to use radio.

MINOT FOOD PACKERS, Bridgeton, N. J., to Gray & Rogers, Philadelphia.

NATIONAL DAIRY PRODUCTS Corp., N. Y., to N. W. Ayers & Son, N. Y.

PANTHER OIL & GREASE Mfg. Co., Fort Worth, Tex., to Van De Mark Adv., Cincinnati.

WHITEHALL PHARMACAL Co., Jersey City, to Compton Alv., N. Y., for Aspertane.

MINNESOTA STATE TOURIST BUREAU, St. Paul, to Bronson West Adv., St. Paul.

PHOENIX CHAMBER OF COMMERCE, Phoenix, to Morgan Adv. Agency, Phoenix.

STANDARD BRANDS, N. Y., to Ted Bates Inc., for Blue Bonnet Oleomargarine.

HY-TROUS Corp., Malden, Mass. (plant food), to Brisacher, Davis & Van Norden, Los Angeles. Using participation schedule in *Art Baker's Notebook* on KFI, Los Angeles, with other Southern California radio planned.

GEO. WESTON Ltd., Toronto (national bakers), to Walsh Adv. Co., Toronto. Weekly outdoor summer broadcast sing songs to start early in June.

BURGESS BATTERY Co., Niagara Falls, Ont., to Walsh Adv. Co., Toronto. No radio plans yet.

STANFIELD'S Ltd., Truro, N. S. (knitting mills), to Walsh Adv. Co., Toronto. No radio plans yet.

VITAMIN CORP. of America, Newark, N. J., to J. M. Korn & Co., Philadelphia. Radio, trade papers and newspapers will be used.

GENESEE BREWERY Co., Rochester, N. Y., to McCann-Erickson, N. Y. Radio will probably be used.

MALCOLM'S HOUSE & GARDEN STORE, Baltimore, to Harry J. Patz Co., Baltimore. Said to use radio.

I. SIMON SHOE Co., N. Y. to Reiss Adv. Co., N. Y. Said to use radio.

TAYKOF PRODUCTS Co., N. Y., to Kal Adv., Washington. Said to use radio.

UNIVERSAL CAMERA Corp., N. Y., to Grey Adv. Agency, N. Y.

DOUGHBOY MILLS, New Richmond, Wis. (flour and cereal products), to Calkins & Holden, Chicago; R. A. Washburn account executive. Company is using four Wisconsin stations but plans to expand.

POLLOCK-KEY Co., Fort Scott, Kan. (work clothes), to McJunkin Adv. Co. Radio, farm papers, newspapers will be used.

Curtiss Offers Schools Use of 1 Hour Disc Free

DISTRICT SCHOOL superintendents, representing 10,000 schools, are being offered free a transcription of an institutional program sponsored by Curtiss-Wright Corp., Buffalo, and broadcast over Mutual April 11 [BROADCASTING, April 5]. Schools requesting the record of one-hour's length, as offered in a letter by Mutual President Miller McClintock, will be asked to return a form indicating the uses to which it was put and any listener reactions. Each record also is to be returned for passing along to other schools.

Program, titled *He Does Not Fly Alone*, was intended to impress Curtiss employes and the listening public with the need for "backing up the battle lines." Disc plan is intended to show children what assembly workers are accomplishing with the hope that they will carry the message for the need of top production back into the home.

Metzger Joins ASCAP

ROS METZGER, Ruthrauff & Ryan vice-president and radio director in Chicago, has been notified by Deems Taylor, president, of his election to membership in ASCAP. Metzger, who has written over 100 popular songs, has been in radio since 1924 and with Ruthrauff & Ryan for nine years.

PER CAPITA
RETAIL SALES
U. S. Dep't. of Commerce
UNITED STATES ___$265.00
TWIN FALLS ____$1105.04
KTFI
"Magic Valley"
Twin Falls, Idaho
NBC

AFRA, BLUE ARGUE TRUE STORY STATUS

QUESTIONING whether the program tieup between the BLUE and *True Story Magazine* for the series *My True Story* makes the program sustaining or commercial, the New York local of American Federation of Radio Artists last week requested commercial rates for the dramatic talent now appearing on the broadcasts on a sustaining basis.

On behalf of the actors on the show, George Heller, executive secretary of the local, took the position that the opening and closing announcements used on the program changed its status from sustaining to commercial, despite the BLUE's statement that the time was given free. The announcements read:

Wording in Question

"This program is brought to you with the cooperation of the editors of *True Story Magazine*. If you enjoy hearing it, you will enjoy reading similar stories in *True Story Magazine*."

Although Mark Woods, president, and Phillips Carlin, vice-president in charge of programs of the BLUE, appeared before AFRA's national board to argue the case, Mr. Heller's original ruling was sustained. The BLUE asked for and AFRA agreed to arbitration, and the case will be considered in the next week or so by a panel of the American Arbitration Assn. As BROADCASTING went to press, AFRA had selected its arbiter, Dr. Robert S. Lynd, of the Dept of Sociology at Columbia U., but the BLUE had not decided on the person to represent its side of the case.

BALTIMORE'S BLUE
NETWORK
OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

bargain buy

A half dozen of the finest news commentators on anybody's air and the other Blue Network features help to build the audience that makes KECA the Bargain Buy of Southern California.
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WCAR
Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
218,000 city CUSTOMERS in 11 contiguous cities and towns!
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

Industry Assumes Vital Role In Big Treasury Bond Drive

Networks and Stations Turn Over Facilities for Special Features to Promote Campaign

DEVOTING its resources to the Treasury's Second War Loan Drive, radio launched the "world's greatest selling campaign" on Radio Day, April 12, as all four networks began day-long drive broadcasts and virtually every station in the country aired special features and announcements.

Over 800 stations broadcast some form of Bond promotion, using original material and incorporating Treasury transcribed shows and spots, programming plans supplied in a special NAB bulletin, ideas described in an OWI fact sheet, and information given in a special edition of the War Finance Committee News. Network and local sponsors are giving some or all of their broadcast time to drive programs and announcements.

Special Features

In addition to station and network features, hundreds of stations are carrying a half-hour *Treasury Star Parade* transcription and stepping up the three times weekly, quarter-hour *Treasury Star Parade* series to six times a week.

Talks by Henry Morgenthau Jr., New York's Governor Thomas E. Dewey, AFL President William Green, and CIO President Philip Murray, scheduled for 9 p.m., EWT, tonight on NBC, will emphasize the significance of the campaign to sell 13 billion dollars in Government securities within a three-week period. Sponsors of the *Telephone Hour* have donated their time for this broadcast.

The *Army Hour* was keyed to the Second War Loan April 11, and NBC's Radio Day shows include the return for one program of Garry Moore to *Everything Goes* to make a personal appeal to his followers to support the drive. Tuesday night's *Battle of the Sexes* will hand over its time for a Treasury drama.

Mutual began its participation yesterday when its Sunday program, *This Is Fort Dix*, included an interview with Renee Carroll, hat check girl with more than $250,000 in bond sales to her credit. Another Sunday show, *Stars and Stripes From Overseas*, also used the bond campaign theme. Highlighting Radio Day on Mutual is *Mutual Goes Calling*, with a broadcast from the Sampson (N. Y.) Naval Training Station.

In their *Overseas Reports* the network's war correspondents promote the drive from Australia, Hawaii, Algeria. *Our Morale* presents pickups from Chicago, Buffalo and Hollywood, with Chaplain of the American Legion Dean Austin Pardue, St. Paul's Cathedral boys' choir, and aircraft company executives taking part on the program.

CBS midnight roundup, *95 Minutes From Broadway*, which premieres April 12, will devote the inaugural broadcast, originating from WCAU, Philadlephia, to the war loan campaign, with Sophie Tucker and George Jessel among the stars on the show. *Vox Pop* makes bond purchase the subject of its interviews. CBS began its participation in the campaign yesterday with Deems Taylor and Madeleine Carroll using bond themes.

Hospital Pickups

BLUE features interviews from Army and Navy hospitals, with *Breakfast Club* doing a pickup from the Great Lakes Naval Training Station and other network shows — *Meet Your Neighbor*, Lowell Thomas, Earl Godwin, Raymond Gram Swing—carrying similar interviews. Service hospitals to be visited include the Brooklyn Navy Yard Hospital and the Walter Reed Army Hospital.

Also on the BLUE *Men of Land, Sea and Air* presents George Hicks from London, interviewing American service men on duty there. W. L. Hemingway, president of the American Bankers Assn. discusses the war financing program from a banker's viewpoint.

Last Saturday before the drive began, members of the radio industry, and field workers of the Federal Reserve Banks, War Savings Staff and Victory Fund Committee heard pep talks by Treasury Secretary Morgenthau, Undersecretary Daniel Bell, and William Robbins, assistant to the Secretary, over a closed circuit of Mutual and NBC.

To run for three weeks, this year's drive has an emotional theme in contrast to the first drive's financial investment appeal. Following are some special events and promotions planned for the drive's opening day.

KROC, Rochester, Minn., fathers, mothers and wives of men in service read one-minute local program announcements which they helped write. WQAM, Miami, through a local war industry arranges an exhibit of a fighter plane and tank, establishing a bond depot there and making direct broadcasts from this location.

Marine, Army and Navy programs are broadcast from a basic training camp in Greensboro, N. C., on WBIG, with other broadcasts from an Army plane in flight and from a tank moving into the city. KWON, Bartlesville, Okla., airs interviews between citizens and district chairman of the bond campaign. WOWO, Ft. Wayne, broadcasts rally of a champion basketball team during several special games and sets up bond curb service where motorists drive up and buy bonds while sitting in their cars.

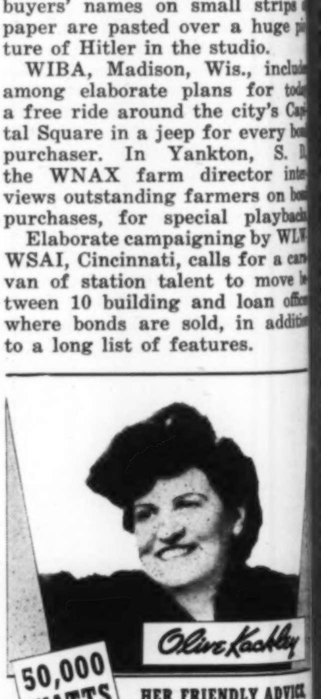
DECORATING THE ARMY—Ni Trammell, NBC president, prese a silver plaque to Maj. Gen. Ale ander D. Surles signifying th *The Army Hour*, heard Sundays o NBC, was selected by the nation radio editors as the best Gover ment program. Program complete its first year April 4.

WSYR, Syracuse, carries an e clusive 15-minute broadcast fr London in which an entire unit o Syracuse men in overseas servi participate; uses spots and bri musical stunts throughout the d and establishes an office in i studio where bond buyers m transcribe short interviews to b played at some later time. At KMA Shenandoah, Ia., War Bonds wi be awarded to those station arti and production men who prove t be the best bond salesmen.

"Wipe Out Hitler" is the them at WROK, Rockford, Ill., whe buyers' names on small strips o paper are pasted over a huge pi ture of Hitler in the studio.

WIBA, Madison, Wis., include among elaborate plans for toda a free ride around the city's Cap tal Square in a jeep for every bon purchaser. In Yankton, S. D the WNAX farm director inte views outstanding farmers on bon purchases, for special playbac

Elaborate campaigning by WLW WSAI, Cincinnati, calls for a car van of station talent to move be tween 10 building and loan offic where bonds are sold, in additi to a long list of features.



50,000 WATTS C B S
HER FRIENDLY ADVIC WIT AND HUMOR, KEE WOMEN TUNED TO....
WCKY
THE *L. B. Wilson* STATIO

1878 M. H. Collins 1943

. H. COLLINS, 64, vice president Collins Radio Co., Cedar Rap- s, died at his Cedar Rapids home pril 2 after two weeks' illness. r. Collins was well known to any broadcasters through his in- rest in sales activities of his firm.

Born Oct. 5, 1878, in Henry ounty, Ill., the son of a Congrega- onal minister, Mr. Collins had en a rancher in Oklahoma until 16, when he moved to Cedar Rap- s and organized the Collins Mort- ge Co. From 1929 to 1932 he aded the Collins Farm Co., a cor- rate farming venture involving 0 farms covering 30,000 acres.

Less than 10 years ago, the Col- ns Radio Co. was founded in a op operated by Mr. Collins' son, rthur. Father and son together ilt the firm, until today it is an tensive plant, flying the Army- avy "E" as a token of its war job. rthur is president of the firm.

Mr Collins was a member of the izpah Lodge, A.F. and A.M., the wa Consistory and the Chamber

of Commerce. In addition to his son, he is survived by his wife, the former Faith Andrews, whom he married in Topeka in 1904, and a sister, Mrs. Morgan Dake of Dubuque, Ia.

in the CONTROL ROOM

OHN A. SMITHSON, chief engi- eer of KPAS, Pasadena, has resigned join the Army Air Forces radio ivision as a civilian.

ACK MOTT, new to radio, has joined KGB, Timmins, Ont., as transmitter perator. His brother, Ernie, is chief ngineer of CKGB.

RUCE PATTERSON has joined the ontrol staff at CKBI, Prince Albert, ask.

OBERT BRUCE, from KRNR, oseburg, Ore., has joined the staff of LS, Oakland.

ON SEYMOUR and J. Lloyd Schuh ave joined the staff of WTMJ, Mil- aukee.

LVIN YOUNG, new to commercial adio, has joined the control staff of CMO, Kansas City.

AUL S. LEVIN of WHAI, Green- eld, Mass., has joined WEEI, Boston s transmitter and control engineer, eplacing Walter E. Lannen who has ined the Army.

AUL CRAM, chief engineer of SGN, Birmingham, is the father of baby boy.

USSELL STURGES, engineer of BC Chicago, has been commissioned rst lieutenant in the Army Air orces.

ARY BACCU, secretary to Lou roeck, manager of KTMS, Santa arbara, Cal., has been given a daily orning shift as control board oper- tor.

RNDT JOHNSON, engineer of STP, Minneapolis-St. Paul, is the ather of a baby girl.

OY ANDRIESSE, sound effects en- ineer, KPO, San Francisco, recently ntered the Army Air Forces.

RED MOORE, of the engineering taff of WFIL, Philadelphia, left on pril 8 for Fort Monmouth, N. J., assume duties as a lieutenant in he Army Signal Corps.

ENNIS DOUGHTY resigned from he engineering staff of WFIL, Phil- delphia, to accept the post of Radio ngineering instructor at Temple U., hiladelphia.

Arthur Millet

ARTHUR MILLET, 34, freelance announcer for various programs on NBC, CBS and the BLUE, died April 8 at his home in New York, following a long illness. Former staff announcer on WRR, Dallas, WGN, Chicago, and CBS, Mr. Millet had been freelancing since 1937. Programs he handled included the *American Album of Familiar Music* on NBC, *The Goldbergs* on CBS, and *Famous Jury Trials* on the BLUE. Surviving are his parents and his wife, Mrs. Helen Jackson Millet, a radio singer.

W. JOSEPH AUSTEN, engineer of WELI, New Haven, before joining the Communications Section of the Army Air Forces last August, has been promoted to first lieutenant and transferred to the Signal Corps. Pvt. George Hine and Lt. George Dlugos, also engineers from WELI, are at MacDill Field. Tampa, Fla., with the Army Air Forces.

GORDON GREENFIELD, studio control engineer of WLIB, Brooklyn, joins the armed forces April 24.

NORMAN LEONARD, engineer of KFI-KECA, Los Angeles, reports to Fort Monmouth as first lieutenant in the Army Signal Corps on April 14.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

CBS Promotes Sill

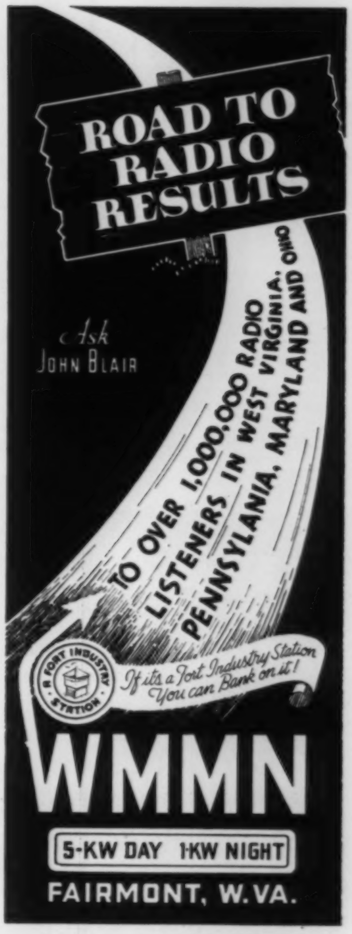
JEROME SILL, formerly manager of station services for the Station Relations Department of CBS, has been appointed to the newly-created position of Director of Promotion Service for CBS owned stations, as announced last week by Paul Hollister, CBS Vice-President in charge of advertising and sales promotion. Mr. Sill will be responsible for promotion service for the six CBS owned and operated stations, WABC, WTOP, WCCO, WEEI, WBBM, WBT, KNX, KMOX; promotion for the CBS New England Network, Columbia Pacific Network and Columbia California Network, as well as for Radio Sales, spot sales division of CBS.

Frank G. Kane

FRANK G. KANE, copy writer of Arthur Kudner Inc., New York, and a former vice-president of Campbell, Ewald Co., and of T. F. McManus Inc., Detroit, died in New York, April 6. He leaves a wife, two daughters, and a son, all of Birmingham, Mich.

15th Anniversary

DR. WILLIAM A. O'BRIEN, professor of Preventative Medicine and Public Health at the U. of Minnesota, last week completed 15 years of uninterrupted medical broadcasting on WCCO, Minneapolis. Dr. O'Brien began his series of informal medical discussions in 1929 at the suggestion of Henry A. Bellows, then manager of WCCO.



ROAD TO RADIO RESULTS
Ask JOHN BLAIR
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLANIA, MARYLAND AND OHIO
A FORT INDUSTRY STATION
If its a Fort Industry Station You can Bank on it!
WMMN
5-KW DAY 1-KW NIGHT
FAIRMONT, W. VA.

"THE FACE IS FAMILIAR . . .

but the name . . ." Next time you forget a name, just count up how long it is since you heard it last. Then recall how long since the public has heard your name and seen your product. Still willing to gamble they'll remember after the duration?

To keep your name familiar, give people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

"... timely, interesting and worth a thirty minute spot on the schedule."
WIBX

• Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

There's "sock" in 5 KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

Three Assignments Approved by FCC

Owners' Other Interests Cause KVAK, WKBB, WOSH Sales

THREE voluntary assignments were approved last week by the FCC in actions involving KVAK, Atchison, Kan., WKBB, Dubuque, Ia. and WOSH, Oshkosh, Wisc. In disposing of KVAK to S. H. Patterson for a total consideration of $9,500, Carl Latenser, who is 64, told the Commission that he wished to retire from the broadcasting business in order to devote all his time to his music company. The Carl Latenser Music Co., music and home appliance concern, operates stores in Acheson and Leavenworth, Kan. and Fall City, Neb.

Rev. Patterson, who is sole owner of KSAN, San Francisco, operating on 1450 kc., 250 watts, has announced that his son-in-law, Gordon K. Peterson. will become assistant manager of KVAK, and that Paul Roscoe is to continue as manager. Mr. Patterson's son Norwood is chief engineer of KSAN and is also to act as chief engineer for KVAK.

Oshkosh Broadcasting Corp. has acquired WOSH from Howard H. Wilson, head of the station representative firm of that name, for $45,000. President of the corporation is Myles H. Johns, Wayne, Ill., who holds 165 shares or 55%; vice-president and secretary is Fred W. Renshaw, Chicago, with 45 shares or 15%. Wm. F. Johns Jr., Chicago, vice-president, and Wm. F. Johns, Chicago, treasurer, each holds 45 shares. All are directors. William F. Johns is vice-president of WTCN Minneapolis, and president of Ridder-Johns, Chicago newspaper representatives.

Dubuque Broadcasting Co., a new corporation of local business men and a financing organization, purchased WKBB, Dubuque, from Walter E. Klauer, owner, for $25,000. Mr. Klauer, president of the Klauer Mfg. Co., a plant engaged in war work, had earlier revealed his intention to retire from radio to give all his time to his war plant. Last December he announced that WKBB would go off the air, but later notified the FCC that he was reconsidering. [BROADCASTING, Jan. 11, Dec. 7]. He had believed, erroneously, that the FCC had decided to permit stations to suspend operation without prejudice during the war.

The new corporation, organized by James D. Carpenter, WKBB manager, is controlled by Interstate Finance Corp., which holds 50% of the stock and has two members on the board of directors. [BROADCASTING, Feb. 9]. The remainder of WKBB stock is split 12 ways, with Mr. Carpenter holding 7.15%. A BLUE affiliate, the station operates on 1490 kc. with 250 watts, and was a participant in the celebrated "free competition" case in the Supreme Court.

AN OFFICIAL SENDOFF was given John Sample (left) as he joined the Marine Corps and left the radio department of Blackett-Sample-Hummert, Chicago, for the Marine training base at San Diego. Bidding him bon voyage are H. M. (Mix) Dancer (center), B-S-H president, and Col. Chester L. Fordney, Officer in Charge, Central Division USMC Recruiting. Pvt Sample, who is holding one of the ads prepared for the Marine Corps by B-S-H, is the nephew of Lt.-Com. Glenn Sample, B-S-H partner, who is serving in the Navy at Great Lakes, Ill.

Control of WGST May Go to School

Proposed Plan Gives College Entire Interest in Station

AN AGREEMENT, to be effective April 1, is expected toward the end of this month as a reseult of negotiations now in progress between representatives of the Georgia School of Technology, licensee of WGST, Atlanta, and Southern Broadcasting Stations Inc. whereby the school would acquire the entire interest of the corporation, which has controlled the operation of WGST under a management contract signed in 1930 [BROADCASTING, March 29].

The amount involved was not revealed by attorneys for WGST, as the agreement must finally be passed upon by the board of regents, which meets later this month. But it was indicated, that the compensation would be based on a percentage of the station's net receipts over a period of approximately eight years. The board is expected to approve.

Conforms to Order

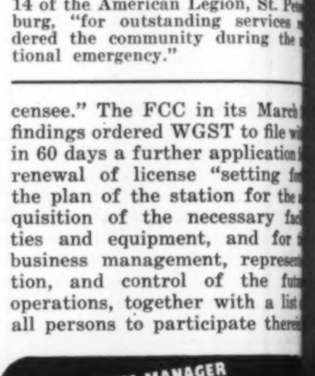
The proposed agreement, in eliminating all interest of Sam Pickard and Clarence H. Calhoun, owners of Southern Broadcasting Stations, would according to WGST attorneys, fulfill conditions of the FCC in proposed findings of fact and conclusion adopted March 23, which required in effect the withdrawal of the Pickard-Calhoun interests from management of WGST before the Commission would consider the question of license renewal.

The Commission found at that time that Mr. Pickard, a former member of the old Radio Commission, and Mr. Calhoun, Atlanta attorney, had controlled the actual operation of the station since the signing of the management contract in 1930, "to the almost complete exclusion of the station licensee." The FCC in its March findings ordered WGST to file wi in 60 days a further application renewal of license "setting fo the plan of the station for the quisition of the necessary fac ties and equipment, and for business management, represen tion, and control of the fut operations, together with a list all persons to participate there

Full NBC Net for Thr

GENERAL MILLS, effective 31, will expand its three NBC day-thru-Friday daytime serials to 2:45 p.m., from 34 stations to full 125-station network. Progr are *Light of the World* (Che oats), *Lonely Women* (Gold Me Kitchen Tested Flour) and *Guid Light* (Wheaties). These progr will be discontinued on a tr scribed lot basis on approximat 30 stations. A quarter-hour ne program three to five times wee will be placed also on an undet mined number of stations Wheaties. Agency for Cheeric and Gold Medal Flour is Black Sample - Hummert, Chicago; Wheaties, Knox Reeves, Min apolis.

BILL STERN, NBC sports mentator, has been cited by Post 14 of the American Legion, St. Pe burg, "for outstanding services dered the community during the tional emergency."



ORDER NOW . . . NEW 19
Standard Advertising Re

In these days of rapid fire shifts, the 1943 Standard Advertising Register Service will keep you abreast of changes.

The Register lists over 11,000 na and sectional advertisers. It gives executive personnel of each incl advertising manager, sales mana buyer of printing. It shows the agen agencies placing the account, ter covered and types of media used. In it gives all information necessary to tively solicit the advertiser or either by mail or in person.

• • •

THE AGENCY LIST—issued three a year, April, August and Decemb dependable source of mation on 1600 adv ing agencies with personnel, recog and the 30,000 they serve.

NATIONAL REGISTE
PUBLISHING CO., Inc
330 W. 42nd St. New York
333 N. Michigan Chicago

Cigarette Hearings Of FTC to Begin In New York April 19

False Advertising Charged To Philip Morris, Many Others

HEARINGS on Federal Trade Commission charges of false advertising for Philip Morris and Camel cigarettes have been set for April 19-20 in New York and Washington. This represents the first action on the FTC complaints involving most of the well-known brands of cigarettes.

The Philip Morris hearing is scheduled in New York April 19, with Allen C. Phelps representing the FTC and Floyd F. Toomey of Alvord & Alvord, Washington law firm, representing the Philip Morris Co.

The Camel hearing is set for Washington April 20 with the Reynolds Tobacco Co. represented by the Washington firm of Davies, Richberg, Beebe, Buswick & Richardson, and the FTC by Edward L. Smith.

Challenges Claims

Hitting nearly all claims made in radio and other advertising by the firms, the FTC issued complaints last August and in October received replies in general denying the sweeping FTC complaints and branding some charges obsolete and others unfair. Also cited in August were the American Tobacco Co., makers of Lucky Strike cigarettes, and its subsidiary, the American Cigarette and Cigar Co., makers of Pall Mall cigarettes. In March three more cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all products of the P. Lorillard Co., Jersey City, were cited. As in the earlier cases, the Commission challenged almost all of the leading claims in the advertising. [BROADCASTING, Aug. 10, Sept. 7, Oct. 5, 1942, March 8, 1943].

The Lorillard Co. had been granted an extension to April 12 for filing answer, and the American Tobacco Co. answer is due April 20. Mr. Phelps, in charge of the Lucky Strike case, told BROADCASTING that he was to confer with attorneys for American Tobacco Co. in New York over last week-end in an effort to set the hearing for the latter part of April or early in May.

It is reported likely that FTC lawyers may attempt an agreement to consolidate the parts of the cases involving medical and scientific testimony which would require the expert testimony of many of the same witnesses. Lawyers for the firms involved could not be reached for a statement as to their attitude on this question should it arise.

An important decision affecting use of broadcast advertising technique is expected to result from the Reynolds hearing, inasmuch as the company's use of simulated voices purportedly giving testimonials for their product was questioned in the FTC's complaint. In some FTC quarters the opinion is held that the advertiser can still be cited for misrepresentation even though persons give permission for their voices to be simulated on programs and in testimonials.

The Philip Morris Co. in its answer disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising and defended its claim that advertising is based on scientific tests by eminent medical authorities and denied that tests were made by persons without training and experience sufficient to make them accurate and scientific. Advertising for Reynolds also involves certain scientific and medical considerations in connection with advertising concerning the effect of Camels on digestion, on the throat, etc.

TWO AWARDS from satisfied sponsors went to WHKC, Columbus. Here the station's General Manager Carl M. Everson (l) and Business Manager Harry H. Hoessly (r) observe with pride a "First Award" from General Mills for "best merchandising support" and a "C for Cooperation" from the F. & R. Lazarus & Co., leading Ohio department store.

De Pree Places

DE PREE Co., Holland, Mich. (Wheatamins vitamin capsules), is sponsoring a quarter-hour of news on WKZO, Kalamazoo-Grand Rapids, five times weekly; and five-minute newscasts 32 times weekly on WIND, Chicago. Agency is Roche, Williams & Cunnyngham, Chicago.

McClintock to Take Countrywide Tour

To Meet Agency, Advertiser And Affiliate Executives

ITINERARY of a business trip by Miller McClintock, president of Mutual, to start after the April 26 meeting in Chicago of Mutual's board of directors and stockholders, was announced last week by MBS as having a three-fold purpose: To give Mr. McClintock an opportunity to speak before advertising clubs in cities from coast to coast, to investigate the facilities and meet the staffs of Mutual's key affiliates, and to meet agency men, Mutual advertisers, and potential clients outside New York.

Mr. McClintock will meet the Mutual board and stockholders in Chicago during the morning and afternoon of April 26, after which Mutual affiliates will meet at the Hotel Drake to see a preview of Mutual's Kodachrome film presentation. This film, which tells history and development of MBS, will be used this fall as a sales presentation to agencies and advertisers.

From May 2 through May 15, when he returns to New York, Mr. McClintock will make the following stops: May 2-4, Hollywood, where he will meet Southern California advertising executives, the staff of KHJ, and will address the Los Angeles Advertising Club; May 5, Mutual's president will speak to the San Francisco Adv. Club, and a luncheon of 40 advertising executives; after resting in Colorado Springs May 7-10, Mr. McClintock will arrive in Kansas City to confer with executives of WHB, speak at the city's Adv. Club, and meet with radio editors and radio executives of all Kansas City stations; May 11, he visits St. Louis, meets staff of KWK, speaks to the Adv. Club, and is introduced to radio editors in the city; May 12 he addresses the Cleveland Adv. Club, and is guest of honor at a dinner given by WHK; May 13, the same schedule is followed in Cincinnati, and May 14, he meets the staff of WHKC, and speaks to the Columbus Adv. Club.

Lester Gottlieb, MBS director of publicity, will accompany Mr. McClintock on the business tour.

CBS Affiliates to Meet

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, has called a meeting of the 11 stations in District No. 1 which he represents on the CBS Affiliates Advisory Board for April 14, at the Hotel Statler, Boston. This will be the first meeting of the District No. 1 CBS station group, which includes stations in all of New England and CHAC, Montreal. Mr. Doolittle, who recently attended a CBS Affiliates Advisory Board meeting in New York, announced a general discussion of station problems would be held. The meeting was slated for 10:30 a.m., to be followed by luncheon.

KFEL, Denver, and KGKO, Dallas, have notified the radio programs department of Time Inc. that they plan to present in the very near future the thrice-weekly transcribed series *Let's Learn Spanish*, which *Time* has been conducting on WQXR, New York, since January. Five stations now carry the quarter-hour Spanish lessons.

Noted War Garden expert gets amazing mail response on KGO

KGO's war garden editor, Rolly Langley (who also writes garden news for 27 California newspapers), aired his first "V for Vegetables" program on KGO February 17. One announcement on the initial program pulled 1425 letters from 43 California counties and three neighboring states . . . two later announcements brought the mail response to 3457. Such heavy mail proves the popularity of gardening in Northern California where planting is done year 'round. Too, it proves the pulling power of our editor. This program is available one or two nights weekly. See your Blue Spot Rep. or write us for details.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

PUSH YOUR SALES UP ON—
WBNS
Ask Any Blair Man or Us
CENTRAL OHIO'S ONLY CBS OUTLET

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 3 TO APRIL 9 INCLUSIVE

Decisions . . .

APRIL 6

KPQ, Wenatche, Wash.—Granted extension special service authorization to August 25, 1943.

WJW, Akron—Granted mod. CP, as mod., move transmitter locally, measure nuisance contour under actual operating conditions, extend commencement and completion dates.

KAST, Astoria, Ore.—Granted license renewal for regular period.

KVAK., Atchison, Kan.—Granted license renewal for regular period; vol. assgt. license from Carl Latenser to S. H. Patterson for $9,500.00.

WKBB, Dubuque—Granted vol. assgt. license from Sanders Bros. Broadcasting Station to Dubuque Broadcasting Co., for $25,000.00.

WOSH, Oshkosh, Wis.—Granted assgt. license from Howard H. Wilson to Oshkosh Broadcasting Co. for $45,000.00.

KWSC, Pullman, Wash.—Designated hearing application for mod. license change 1250 to 1030 kc., 5 kw. to 1 kw., share KTW to unlimited; (requests facilities of KOB).

KFMB, San Diego—Designated hearing application for vol. transfer control of Worcester Broadcasting Corp. from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee; license renewal to be heard in same proceeding.

WASH, Grand Rapids, Mich.—Dismissed application for mod. license, since call was deleted by FCC March 16, 1943.

APRIL 7

WLW, Cincinnati—Dismissed without prejudice application mod. license operate 500 kw. D, 50 kw. N, 700 kc., using W8X0 transmitter.

WERC, Erie, Pa.—Granted motion dismiss without prejudice application mod. license operate 1330 kc., 100 w. N, 250 w. D, unlimited.

Applications . . .

APRIL 5

WSAY, Rochester, N. Y.—Mod. CP, as mod. authorizing change frequency, power increase, DA-DN, new transmitter, move transmitter to extend completion date.

KVOO, Tulsa—License cover CP as mod. for power increase, change hours, new transmitter, DA-N.

KGDM, Stockton, Cal.—License cover CP as mod. for change frequency and hours, power increase, DA-N, new transmitter.

APRIL 8

WNBC, Hartford—Transfer control from William J. Sanders to Arde Bulova (2200 shares of common stock).

W8XCT, Cincinnati—Mod. CP as mod. for new television station, extend completion date.

WDAK, West Point, Ga.—CP move transmitter West Point to Columbus, Ga.

KINY, Juneau, Alaska—Mod CP for power increase, change equipment and antenna, amended: install new transmitter, omit request change frequency; extend commencement, completion dates.

Reinstatement of FM applications (April 3-9: **Globe-Democrat Publishing Co., St. Louis**—CP for new broadcast station, 44700 kc., coverage 13,083 sq. mi.; NEW, **Mercer Broadcasting Co., New Trenton, N. J.**—CP new broadcast station on 49900 kc., coverage 3,200 sq. mi.; NEW, **WDAS Broadcasting Station, Inc., Philadelphia**—CP new broadcast station on 47700 kc., coverage 9,300 sq. mi.

A LETTER from Donald Nelson commending the war production drive program of the Stromberg-Carlson Co. was read at the recent anniversary meeting of the company's Labor Management Production Drive Committee. The WPB Chairman congratulated every member of the organization.

HELP WANTED

THREE AVAILABLE OPENINGS ON ALERT, PROGRESSIVE STATION FOR

- ANNOUNCER
- SALESMAN
- TECHNICIAN

GOOD SALARY • EXCELLENT WORKING CONDITIONS • OPPORTUNITIES FOR ADVANCEMENT

Write, giving background, draft status, and details to

HOWARD H. WILSON CO.

75 E. WACKER DRIVE CHICAGO, ILL.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 7, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

As Time Goes By
I've Heard That Song Before
That Old Black Magic
Brazil
You'd Be So Nice To Come Home To
Don't Get Around Much Anymore
Taking A Chance On Love
What's The Good Word, Mr. Bluebird
It Can't Be Love
Moonlight Becomes You.

Goodyear Back on Air With Full NBC Hookup

RETURNING to network radio after a ten-year absence, Goodyear Tire & Rubber Co., Akron, on April 20 will start a weekly institutional series on the full NBC network in the 7:30-8 p.m. period on Tuesdays.

Titled *Salute to Youth*, the program will feature eye witness comments on the war by William L. White, former foreign correspondent for *Collier's* magazine, music by Raymond Paige's orchestra and Nadine Conner, and a dramatized story of war production with a Goodyear technician selected each week for his outstanding work. Berry Kroeger will narrate the dramatic sequence and Ben Grauer will handle institutional announcements. Agency is Arthur Kudner Inc., New York.

Mutual - Gillette Again Sign For Boxing Bouts

FOR THE THIRD consecutive year Mutual will cover the nation's top flight boxing bout attractions, including championship contests staged by promoter Mike Jacobs, under sponsorship of Gillette Safety Razor Corp., Boston, according to an announcement last Thursday, by J. P. Spang Jr., Gillette president. Renewal, as of June 1, 1943, is good for one year. Gillette and Mutual first acquired the rights June 1, 1941, and since have presented 58 fights. Purchase price of rights was not disclosed.

The bouts will be aired on over 150 Mutual stations, with Don Dunphy and Bill Corum again handling the blow-by-blow and color accounts respectively. Championship bouts are shortwaved to our armed forces abroad with a four-minute resume of each fight recorded by Dunphy following the event for release to American troops abroad through the Office of War Information. Agency is Maxon Inc., New York.

Hinds Quiz Plans

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., which has not used network radio for Hinds Honey & Almond Cream since 1939-40 when it sponsored *Burns & Allen* on CBS, has purchased a half-hour on Mutual for a series, probably of the quiz type, to start April 28. Time will be Wednesdays, 8:30-9 p.m., and it is rumored that Wally Butterworth will serve as m.c. No further details on the program were available from Wm. Esty & Co., New York, agency in charge.

Network Accou

All time Eastern Wartime unless

New Business

GILLETTE SAFETY RAZOR Corp., ton, on Saturday, May 1, 6:15-6:45 will sponsor broadcast of Kentucky on 122 CBS stations. Agency: Maxo N. Y.

LAURA SECORD CANDY shops, ronto (chain stores), on April 5 *Rex Battle*, pianist, on CFRB, To and CFCF, Montreal, Mon. 7:45-8 and on CFRB, Toronto. CFCF, Mon CKCO, Ottawa; CKWS, Kingston, CHML, Hamilton, Ont.; CFPL, Lo Ont., Fri. 7:45-8 p.m. Agency: Cock Brown & Co., Toronto.

PRESBYTERIAN CHURCH in C Toronto, on April 17 has one-time on 34 stations, Sat. 7:15-7:45 p.m. cy: R. C. Smith & Son, Toronto.

CONSOLIDATED RAZOR BLADE Jersey City, on April 12 starts *Better* quiz program, on 13 MBS stations, p.m. Agency: Grey Adv., N. Y.

GOODYEAR TIRE & RUBBER Co., (institutional), on April 20 starts *To Youth* on 126 NBC stations, 7:30-8 p.m. Agency: Arthur Kudner N. Y.

HARVEL WATCH Co., New York June 6 starts *John B. Hughes* on 19 stations, Sunday. 10:10-15 p.m. A. W. Lewin Co., Newark, N. J.

Renewal Accounts

FIRESTONE TIRE & RUBBER Akron (institutional), on May 31 for 52 weeks *Voice of Firestone* NBC stations, Mon., 8:30-9 p.m. Sweeney & James Co., Cleveland.

BELL TELEPHONE System, New on April 26 renews for 52 weeks *Telephone Hour* on 124 NBC station 9:30 p.m. (rpt. 12 midnight-12:30 Agency: N. W. Ayer & Son, N. Y.

COUNCIL ON CANDY as Food in the Effort, Chicago (institutional), on renews *Washington Reports on Rat* 3-3:15 p.m., for 13 weeks on 46 NBC tions. Agency: BBDO, Chicago.

Network Changes

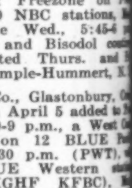
B. T. BABBITT Inc., New York on May 14 discontinues *David Har* 13 CBS stations, Mon. thru Fri., p.m. and on May 30 starts an serial on NBC, Mon. thru Fri., a.m. Agency: Duane Jones Co., New

ANACIN Co., Jersey City, on April starts promotion of Freezone on *Page Farrell*, on 50 NBC stations, Tues., and alternate Wed., 5:45-6 Hill's Cold Tablets and Bisodol as products promoted Thurs. and Agency: Blackett-Sample-Hummert,

J. B. WILLIAMS Co., Glastonbury, (shaving cream), on April 5 added to *or False*, Mon., 8:30-9 p.m., a West transcribed repeat on 12 BLUE stations, Mon., 9-9:30 p.m. (PWT), repeat on 4 BLUE Western (KUTA KVOD KGHF KFBC), 5:30-6 p.m. (PWT), a total of 81 stations. Agency: J. Walter Thomps N. Y.

Blissful Earfull

FOR WAR workers, many of whom are women, and soldiers, who make up more than 60% of the WLW, Cincinnati, listeners from midnight to 5 a.m., Bliss Harris, newcomer to the staff, is announcing the new series of early morning programs started last week. She is also to write and present the *Home Forum* series and will create other early features for women war workers.


Miss Harris

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nouncer—Draft deferred. Want stable, xperienced staff announcer with good oice who can handle limited continuity ssignments. Opportunities for talent ees if you have production ability. 5 w NBC affiliate. WIS, Columbia, South Carolina.

esman—Permanent position with opportunity for advancement with 5 KW tation. Network affiliation. Give experience and references. Box 512, BROADCASTING.

ief Engineer—With knowledge Western Electric low power equipment, Blue affiliate Western New York. Good salary, ood living conditions. Permanent. WHDL, Olean, N. Y.

nouncer — Experienced; commercial, ews, ad lib, emcee. Draft deferred. Permanent. Regional network affiliate. Detail xperience, draft status, date available, alary expected, phone number. Box 501, BROADCASTING.

es Promotion Manager—Clear channel tation in midwest desires man well ersed in promotion, publicity, merchandising and public relations. Excellent pportunity for advancement with one of nation's most prominent broadcast organizations. Send details, including draft status, experience, photo, etc., to Box 496, BROADCASTING.

nouncer—For general staff work. Some news experience desirable. Good pay and permanent job for right man. Five KW NBC affiliate. Send full details to WSJS, Winston-Salem, N. C.

perienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

pable Announcer—For local network station with heavy schedule. Please furnish all information with first letter. Box 508, BROADCASTING.

gineer—First class only—draft deferred. For network local in East. Want better than average man for assistant chief engineer. Give all information and salary desired. Box 507, BROADCASTING.

erators Wanted—Radio telephone FIRST or second class for transmitter duty. Write Station WMBO, Auburn, New York.

dio Home Economist—One of the midwest's most prominent radio stations seeks woman past 25 to take over our established, highly popular home economics program pulling about 100,000 pieces of mail a year. Prefer girl with college education, at least two years radio experience and familiarity with mail pull accounts. No drifters. Enclose complete details, including picture. Box 494, BROADCASTING.

lesman—Here is fine opportunity for aggressive, experienced salesman with CBS affiliate—full schedule—in the beautiful Rockies where summers and winters are ideal. Salary good. Apply with complete details to Box 498, BROADCASTING.

rsonal Shopper—Local station in midwestern city of 125,000 needs woman 25 or over, college education preferred, also year radio experience. Should be capable of handling announcer's shift and must be able to contact accounts. Send your story, including picture, to Box 495, BROADCASTING.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 513, BROADCASTING.

Help Wanted (Continued)

Announcer—Man to handle Musical Clock program, 50,000 watt station in New York State. Applicant must have experience. Please state age and draft status. Box 521, BROADCASTING.

SALESMAN—For 5 kw NBC affiliate in Southern city, adjacent to major military posts. Offer permanent connection, excellent earning ability, to high type man with good sales record. Box 520, BROADCASTING.

Studio Control Operator—Experienced RCA 76B1 console. Deferred. 5 kw. network station. Advise experience, salary, draft status. Box 502, BROADCASTING.

Program Director—Experienced, draft deferred, capable of assuming full responsibility. Permanent connection, with live 5000 watt network station, located midwestern city. Salary open. Must have proven record of programming, that built listeners and sold merchandise. Give full particulars, including previous experience, salary expected, draft status, when available, phone number. Snapshot helpful. All replies confidential. Box 500, BROADCASTING.

Announcer—Opportunity to make name for yourself on small station that's listened to. Must have good homey punch and ideas. Salary, plenty to live on plus fees. Require references and draft status. Permanent to right man. Will consider experienced woman. Northern New York. Box 510, BROADCASTING.

Sales Manager—Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 515, BROADCASTING.

General Sales Manager—For Regional Network of five Mutual stations. Give experience and references in original application. Permanent position for some one progressive and promotional minded. Box 511, BROADCASTING.

Situations Wanted

Station Manager—Program and sales. 15 years' experience. Available after May 1st. Can furnish three announcers. Also continuity writer. All experienced and draft exempt. Box 518, BROADCASTING.

Draft exempt—Station or commercial manager available. Twelve years' radio includes all phases regional and local operations. Married. References. Box 519, BROADCASTING.

Woman—College graduate; wants continuity writing and program participation in Middle Western station. Experienced. Box 517, BROADCASTING.

Versatile Continuity Writer—Write anything; newspaper, advertising background; married, 4-F draft. Available 60 days. Minimum $60. Box 509, BROADCASTING.

Salesman-Announcer-Ticketman — Wants job on board odd hours, sell straight commission. Good record, capacity for results, good voice, news, ad lib, restricted license, responsible, 3B. Interested only Pacific Mountain states, opportunity make $300. and better. Smith Mathews 47 Risel, San Francisco.

ORGANIST—Experienced Hammond organist and pianist wishes position as staff musician. Married. 4-F. Box 505, BROADCASTING.

PROGRAM DIRECTOR—With metropolitan network affiliated station would like permanent position with progressive station in smaller city. Would like to establish home. $100 per week minimum necessary. Will attend Broadcasters meeting in Chicago April 27. Available for interviews. Married, children, draft deferred. Box 497, BROADCASTING.

Situations Wanted (Continued)

SUPERVISOR—First-class license, draft 4-H, twelve years experience, ten years present employer, seeking permanent position Pacific Coast or Mountain States. Box 504, BROADCASTING.

Experienced Announcer—Single. 25. 4-F. BA in Music-Vocal-Instrumental. Wants steady job. Available June 10. Box 499, BROADCASTING.

Engineer-Announcer — First Class phone. Experienced, transmitter and studio controls. Some announcing. Draft exempt. $40.00 weekly. Box 493, BROADCASTING.

CHIEF ENGINEER — Desires immediate change, seven years' broadcast experience. Three years supervisor 5000 watt NBC outlet. Former RCA transmitter testing engineer. References. P. O. Box 821, Winston-Salem, North Carolina.

Time Salesman—Neat, aggressive. Successful one and five kw record. Best references. Draft deferred. Box 506, BROADCASTING.

Program Director—Announcer-writer. Presently employed as station program director. Would like connection with agency or station. Box 516, BROADCASTING.

Program Manager—Well established in industry. 10 years well-rounded experience in every phase of work. Making change for personal reasons. Box 503, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

Complete Broadcasting Plant—Consisting of modernized 1,000-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-1 shape, ready for use. Box 514, BROADCASTING.

Versatile Voice

WHAT HUMS like a dynamo, crows like a rooster, sings like a yodeler, mimics the tones of the lowly harmonica or the noble harmonies of the organ? Sonovox does—in 14 station breaks on WCKY, Cincinnati. The station is the second to use the Wright-Sonovox transcriptions for station breaks and identifications. KOMA, Oklahoma City, also uses them. New breaks were obtained through Free & Peters, exclusive representative.

KTAR Easter Service

GRAND CANYON'S "Shrine of the Ages" for the ninth consecutive year will, on Easter Sunday, be the setting for the nation's outstanding sunrise service broadcast. Originating over KTAR, Phoenix, the service will be carried coast-to-coast by BLUE at 6:30 a.m., MWT, April 25. J. Howard Pyle, KTAR program director, who originated the Grand Canyon service, is writing and producing the broadcast.

Larus on WOR

LARUS & BROS. Co., Richmond, is augmenting its current spot campaign for Edgeworth Tobacco, Chelsea and Domino Cigarettes, with the addition of three one-minute announcements weekly on WOR, New York, for a 39-week period. Agency is Warwick & Legler, New York.

PROFESSIONAL DIRECTORY

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Increased Output in April of Batteries For Farm Radios Is Foreseen at WPB

PRODUCTION of farm radio type batteries will show an increase in April, WPB officials predict, but they will not commit themselves on the extent to which they will be able to meet the B battery needs of the nation's 3,200,000 sets.

WPB recognized several weeks ago [BROADCASTING, March 29] that a serious shortage of dry cells was threatening to silence millions of rural radio sets, cutting farmers off from essential market information, and other war reports.

Serious Shortage

At that time, the Consumer's Durable Goods Division explained that production of dry cells could be increased only if needs of competing war claimants showed a lag. Officials report that such a lag has now developed and that April figures are likely to reflect some relief for the farmers.

Seriousness of the battery shortage was admitted by WPB which said that batteries were now being made at a rate of only 200,000 monthly. The Office of Civilian Supply is reported to have told WPB that almost 6,500,000 batteries should be made this year.

Little chance is seen for completion of the Civilian Supply program, since production until recently was below the modest rate previously authorized. WPB had permitted manufacturers to meet 62% of their 1942 commitments for civilians, but because of material shortages, the industry had only been able to maintain about 52% of its 1942 output for home radios.

Although several state legislatures have passed resolutions urging Congress to intervene to speed battery production, no action has been taken in either House. Rep. Karl Stefan (R-Okla.) who brought up the battery shortage in a talk to the House Feb. 6 said that his personal inquiries have convinced him that WPB is taking every possible step to promote production.

Meanwhile, however, the House of Representatives of Minnesota passed a resolution introduced by Lawrence Haag, representative from Hennepin County, and farm director of WCCO, Minneapolis, calling on WPB to increase the number of A and B batteries manufactured. The resolution pointed out that over 40% of the state's farm listeners depend on batteries to operate their sets.

Jorgensen, Law Editor, Named Secretary to Fly

NORMAN E. JORGENSEN, until recently editor-in-chief of the *U. of Chicago Law Review*, has been appointed secretary to FCC Chairman James Lawrence Fly. He succeeds Edward M. Brecher, who reesigned last August to take a post at the Board of Economic Warfare and then returned to the FCC in February as a member of the legal division.

Mr. Jorgensen, before coming to the FCC, worked in the sales department of Firestone Tire & Rubber Co. and later became sales manager of Chalmers & Co., merchandise distributors of Iron Mountain, Mich. Born July 23, 1908 in Chicago, Mr. Jorgensesn was educated in Chicago schools, receiving the degree of Ph.B. from the U. of Chicago in 1933 and the law degree of J.D. in 1943. He is married and has two children

Wine in Midwest

ITALIAN SWISS COLONY WINE Co., San Francisco, has started *Colony Serenade*, a thrice-weekly live quarter-hour evening musical program originating on WBBM, Chicago, and fed to WISN, Milwaukee. Agency is Leon Livingston Adv. Agency, San Francisco.

Ray Hamilton, of BLUE, Takes Job With Airline

RAY V. HAMILTON, veteran of 14 years in radio sales and management, has joined Transcontinental & Western Air as special assistant to the executive staff, with headquarters in Kansas City, the air line announced last week. Mr. Hamilton for the past 14 months has been with BLUE central sales division in Chicago.

Mr. Hamilton

A graduate of the U. of Iowa school of journalism, Mr. Hamilton had been with the sales staff of WTMJ, Milwaukee. Subsequently, he became assistant sales manager of WLW, Cincinnati, and then for seven years was general manager of the St. Louis *Star Times* radio properties. He joined BLUE Feb. 1, 1942.

WAAC at Last

IT HAD to come. Someone, sooner or later, was going to name a station WAAC. The distinction goes to Ronald B. Woodyard. The WAAC call has been assigned Mr. Woodyard's station at Fort Myers, Fla., formerly WFTM. Mr. Woodyard, general manager of WING-WIZE, Dayton and Springfield, O., said he changed the call because of his "admiration for the fine work of the WAACs." He added: "Every time these call letters go out over the air it will honor the WAACs; it's a privilege to be authorized use of the letters."

Burbach Goes to WNOX As Commercial Manager

APPOINTMENT of George M. Burbach Jr., NBC salesman in New York for the last eight years, as commercial manager of WNOX, Knoxville, was announced last Friday by Richard B. Westergaard, vice-president of Scripps-Howard Radio Inc. and general manager of the Knoxville station. Mr. Burbach is the son of the general manager of KSD, St. Louis.

For the last few years, Mr. Westergaard has acted both as commercial manager and general manager of WNOX. Expansion of the station's activities, however, indicated the need for a separate sales executive, Mr. Westergaard said.

A native of St. Louis, the younger Burbach for a time served on the sales staff of KSD. In 1935, he joined the staff of BROADCASTING in Washington and participated in the preparation of the publication's first Yearbook. He reports to WNOX April 18.

WENDELL L. WILLKIE, 1940 Republican candidate for President, will be heard on CBS April 21 in a two-way discussion on the London blitz with Rt. Hon. Herbert Morrison, British Minister of Home Security, the latter speaking from London.

Maintenance Tu Gets Special Ma

'M. R.' Designation Sel For Civilian Product

A SPECIAL identifying mark be stamped by all manufactu on tubes made from materials tended for maintenance of civ radios, the WPB Radio & R Division said last week. The will consist of the letters "M standing for "maintenance and pair".

Tube makers have adopted marking as a means of signify tubes earmarked for civilian These tubes are not subject to tary inspection, but in the have frequently been used to military rush orders, thus de ing the civilian supply, and tributing to shortages of types.

Double Protection

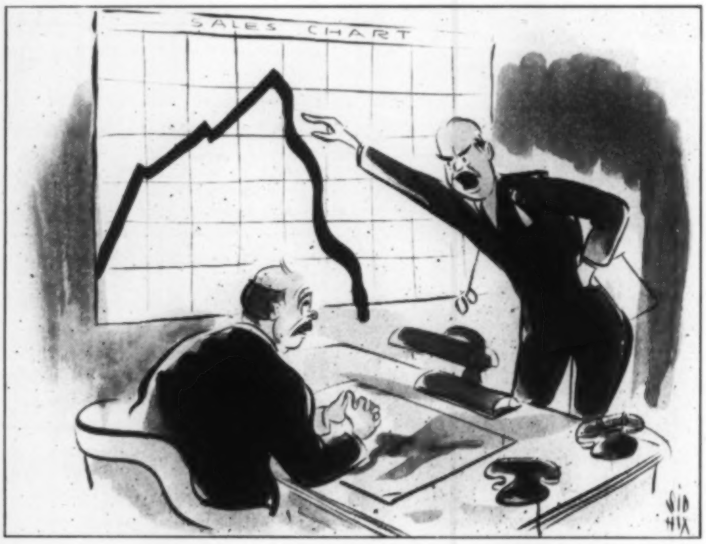
The "M.R.", it is argued, civilian tubes will protect both civilian and the military, officers in the field will be tected against obtaining which have not been subject inspection of military author Initials "M.R." will not sig any relaxation of engineer standards, the WPB points but merely marks the tube as cifically intended for civilians.

Meanwhile, WPB officials stated last week that brand would be used on civilians for at least the next 90 days. division is still considering a " tory Line" label, but there is immediate indication that a ch in labeling is imminent.

New Series at Midni Features CBS Affilia

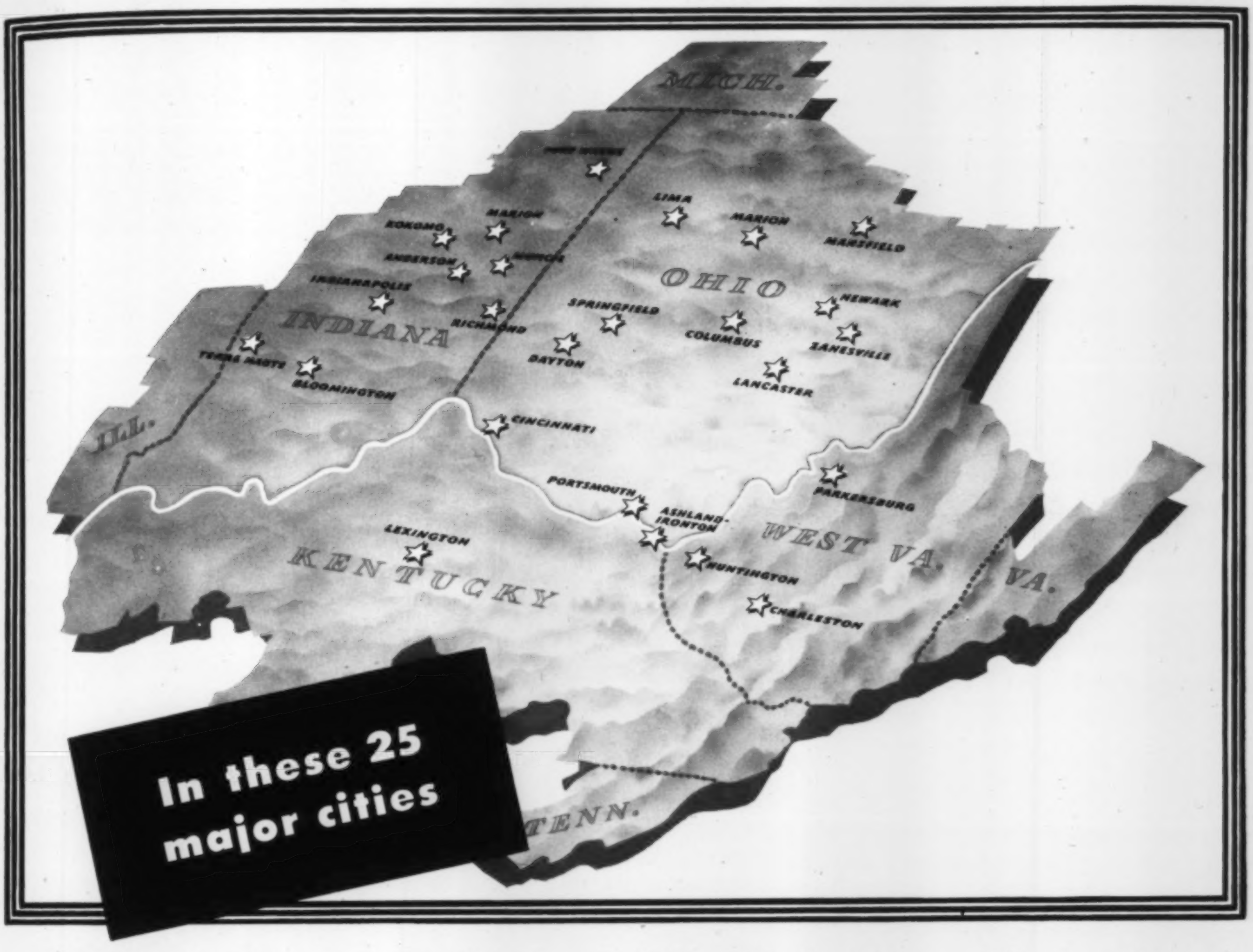
NEW POLICY instituted by C of devoting the time between 11 p.m. and 12:30 a.m. to special grams conceived by the netw New York headquarters and affiliates got under way last Tu day night 11:30-12 midnight w *Invitation to Music*, featu Howard Barlow and the Colum Concert Orchestra. As annou by Douglas Coulter, CBS direc of broadcasts, such programs, duced and directed by the CBS gram department in New Yo will occupy the first section of special hour, while broadcasts fr key CBS stations in other pa of the country will be heard on ferent nights from 12:05-12 a.m.

Second series in the group fr New York, titled *Good Liste* a comedy quiz show which been temporarily off the air, sta April 15, while a series of rom tic dramas titled *Romance* begi April 19 in the 11:30 p.m. per First of the new productions CBS affiliates will originate fr WCAU, Philadelphia, April 12 der the name of *95 Minutes Fr Broadway*. Featured will be h morous comments by Powers G raud, chronicler of Philadelph night life, music by Johnny Wa rington's orchestra and the Jeri Quintet, with guest stars.



Drawn for BROADCASTING by Sid Hix

"And You Still Claim Your Wife's a Radio Singer!"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In these 25 major cities

WLW delivers 47.7% of All Nighttime Listening*

IN ONE OF THE WORLD'S LARGEST MARKETS: twelve million people . . . nearly 10% of the country's total population . . . almost 13% of the nation's rural radio families. In this WLW dominated market, sales of drug and grocery stores are greater than the five boroughs of New York and the City of Chicago combined.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

* *Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.*